



Environment and Community Panel

Agenda

Tuesday, 2nd September, 2025
at 4.30 pm

in the

**Council Chamber, Town Hall, Saturday
Market Place, King's Lynn and available
for the public to view on [WestNorfolkBC on
You Tube](#)**



Kings Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200

Friday 22nd August 2025

Dear Member

Environment and Community Panel

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Tuesday, 2nd September, 2025 at 4.30 pm** in the **Council Chamber, Town Hall, Saturday Market Place, King's Lynn, PE30 5DQ** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Apologies for absence

To receive any apologies for absence.

2. Minutes (Pages 4 - 8)

To approve the minutes from the Environment and Community Panel held on 8th July 2025.

3. Declarations of interest (Page 9)

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.

Those 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.

4. Urgent Business

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

5. Members Present Pursuant to Standing Order 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chair of their intention to do so and what items they wish to be heard before a decision on that item is taken.

6. Chair's Correspondence (if any)

**7. Cabinet Report - Playing Pitch and Sports Facilities Strategy Adoption
(Pages 10 - 417)**

8. Cabinet Report - Cemeteries (Pages 418 - 424)

9. Work Programme and Forward Decisions List (Pages 425 - 432)

10. Date of the next meeting

To note that the next meeting of the Environment and Community Panel is scheduled to take place on 7th October 2025 at 4.30pm in the Council Chamber, Town Hall.

To:

Environment and Community Panel: T Barclay, A Bullen, S Collop (Chair), R Colwell, S Dark, P Devulapalli, D Heneghan, A Kemp, P Kunes (Vice-Chair), B Long and A Ware

Portfolio Holders:

Councillor Bland – Portfolio Holder for Parking and Open Spaces

Councillor Ring – Deputy Leader and Portfolio Holder for Business

Officers:

Richard Allan – Assistant Director for Leisure and Culture

Martin Chisholm – Assistant Director for Operations and Commercial

Chris Black – Cemeteries and Crematorium Manager

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

ENVIRONMENT AND COMMUNITY PANEL

**Minutes from the Meeting of the Environment and Community Panel held on
Tuesday, 8th July, 2025 at 4.30 pm in the Council Chamber, Town Hall,
Saturday Market Place, King's Lynn PE30 5DQ**

PRESENT: Councillors Collop (Chair), Bullen, Devulapalli (remotely), Heneghan, Kemp, Kunes (Vice Chair), Moore, Ratcliffe (substitute for Councillor Colwell) and Ware

PORTFOLIO HOLDERS:

Councillor de Whalley – Portfolio Holder for Climate Change and Biodiversity

Councillor Rust – Portfolio Holder for People and Communities

Councillor Squire – Portfolio Holder for Environment and Coastal (remotely)

OFFICERS:

Andy King – Senior Housing Manager

Barry Brandford – Waste and Recycling Manager

Martin Chisholm – Assistant Director for Operations and Commercial

EC13: APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Beales and Colwell.

EC14: MINUTES

RESOLVED: The Minutes from the previous meeting were agreed as a correct record and signed by the Chair.

EC15: DECLARATIONS OF INTEREST

There were no declarations of interest.

EC16: URGENT BUSINESS

There was none.

EC17: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

Councillors Joyce and Parish were present under Standing Order 34.

EC18: CHAIR'S CORRESPONDENCE

There was none.

EC19: **CABINET REPORT - CHANGES TO SOCIAL HOUSING ALLOCATIONS POLICY**

[Click here to view the recording of this item on YouTube](#)

The Senior Housing Manager gave a presentation on the report.

The Chair, Councillor Collop thanked the Senior Housing Manager for the presentation and invited questions and comments from the Panel as summarised below.

In response to questions and comments from Councillor Kemp, the Senior Housing Manager commented that he agreed families with children on the first floor or above needed priority. He explained that just under 700 people were on a low band and that they anticipated half of those people were adequately housed but advised they would drop down, therefore, those people who were on the first floor or above would still have some priority and would not be competing against those people who were adequately housed. He added that it had been a difficult recommendation to make. In terms of children in care placed outside of Norfolk not necessarily having priority, the Senior Housing Officer advised he would check this with the Housing Needs Manager and come back to Councillor Kemp with a response. The Senior Housing Manager explained that the law was due to change for people that experienced domestic abuse and confirmed they would ensure the policy was revised to reflect the change in law. He added people that experienced domestic abuse would not need to demonstrate local connection order to access social housing.

In response to a further question from Councillor Kemp, the Senior Housing Manager explained that if somebody approached the council fleeing domestic abuse who had full duty owed to them, they would be placed in a high band.

The Portfolio Holder for People and Communities, Councillor Rust commented that the Policy stated the council still provided accommodation to people leaving care and moving out of the area before the age of 16.

Councillor Ratcliffe referred to family carers and sought clarification whether the Policy considered households where there was a grown child caring for an elderly parent as the policy stated couples and the wording around this was not clear. The Senior Housing Manager confirmed he was happy to amend the wording to reflect that and explained each household was treated dependant on its circumstances.

Councillor Ratcliffe asked if there had been any consideration given to an age rule in the Policy which she raised at the last informal meeting

of the Homelessness and Housing Delivery Task Group. The Senior Housing Manager confirmed it had been considered and explained the Policy did not exclude people over the age of 60 in bidding for properties but confirmed he was happy to amend the wording in the Policy to reflect that.

Councillor Heneghan commented that the Policy seemed fair and was in support of it. Councillor Heneghan asked what the timescales were for successfully bidding on accommodation, in relation to the different priority bands. The Senior Housing Manager explained it all depended on how people bid and there was no set timescale for each band.

Councillor Bullen sought clarification on the structure of the Homelessness Strategy Implementation Group. The Senior Housing Manager explained the Homelessness Strategy Implementation Group was a Steering Group for implementing the Homelessness Rough Sleeping Strategy and was made up of senior staff including the Chief Executives from Shelter Norfolk, Norfolk Citizens Advice, Purfleet Trust, the Director of the Night Shelter and members of staff from the council and other statutory services.

Councillor Bullen asked whether individual cases could be discussed within the Homelessness Strategy Implementation Group. The Senior Housing Manager confirmed individual cases could not be discussed at the Steering Group level and that these discussions were best held by a “by-name” group, relating to individuals who were the furthest from having their housing needs met. The Senior Housing Manager added that enquiries relating to individual cases came through the Member Enquiries channel.

Councillor Parish addressed the Panel under Standing Order 34 and referred to the third bullet point under the options considered on page 16 of the report and commented that people in work did need a place to live and urged the Panel to leave that option in place. Councillor Parish commented that it would be a useful and fair way of encouraging people to work and enabling those in work to have a house slightly more easily.

The Portfolio Holder for People and Communities, Councillor Rust commented that elected Members had worked with the operational team to ensure that questions had been asked about employment and that the Equalities Group were best placed to determine how that would impact on fairness and the legality of putting one group above another. Councillor Rust explained there was a government policy which was further going to help people get into work and added that Cabinet Members were determined to look at the number of empty properties which could potentially be brought back in to use.

Councillor Kemp proposed a further recommendation to the Policy to prioritise younger families higher with a view to keeping them at least in a medium band.

The Portfolio Holder for People and Communities, Councillor Rust commented that overcrowding had to take priority over adequate accommodations.

The Panel voted on the further recommendation proposed by Councillor Kemp which was lost (2 For and 4 Against).

RESOLVED: The Environment and Community Panel supported the following recommendation to Cabinet:

Cabinet resolves:

To recommend that the revised HomeChoice Allocations Policy (with changes as set out in paragraph 1.3) is adopted by Full Council.

Recommendations to Full Council:

To adopt the HomeChoice Allocations Policy.

EC20: **CABINET REPORT - EXTENSION OF THE PROCESSING OF CO-MINGLED DRY RECYCLABLES CONTRACT**

[Click here to view the recording of this item on YouTube](#)

The Waste and Recycling Manager summarised the report.

The Chair, Councillor Collop thanked the Waste and Recycling Manager for the report and invited questions and comments from the Panel as summarised below.

Councillor Heneghan commented that it made sense to extend the contract to 2030 and added that consistency in our recycling was important.

RESOLVED: The Environment and Community Panel supported the following recommendation to Cabinet:

Cabinet resolves:

1. The extension of the Processing of Co-mingled Dry Recyclables contract (the Contract) with NEWS Ltd through to 30th September 2030 on its current terms is agreed.
2. Extending the scope of the services provided by NEWS Ltd to under the Contract from the year 2026/7 to comply with the change in law introducing Simpler Recycling and Extended Producer Responsibility requirements is agreed conditional on such changes being approved in accordance with the Shareholder Agreement with NEWS Ltd.

EC21: **WORK PROGRAMME AND FORWARD DECISION LIST**

[Click here to view the recording of this item on YouTube](#)

Members of the Panel were reminded that if they had any items which they would like to be considered for addition to the Work Programme to complete the appropriate form.

Councillor Kemp referred to the Scrutiny Governance and Arrangements Survey which had been sent round to all Councillors for completion and commented that the Environment and Community Panel should not be abolished as it was an important Panel. The Chair, Councillor Collop confirmed she would follow it up outside of the meeting.

RESOLVED: The Panel's Work Programme and the Forward Decision List was noted.

EC22: **DATE OF THE NEXT MEETING**

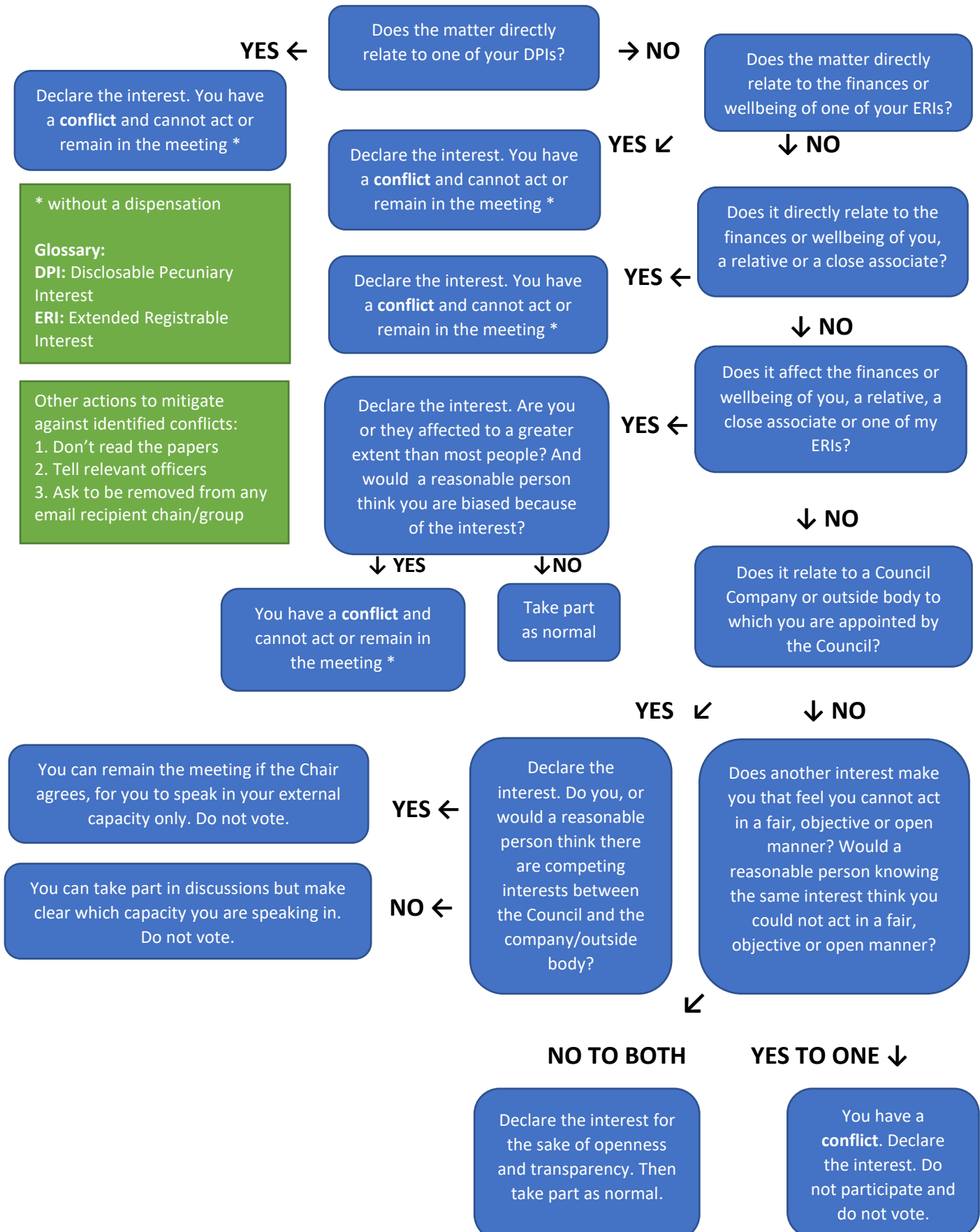
The next meeting of the Environment and Community Panel was scheduled to take place on 2nd September 2025 at 4.30pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 5.40 pm

DECLARING AN INTEREST AND MANAGING ANY CONFLICTS FLOWCHART



START



Declare the interest. You have a **conflict** and cannot act or remain in the meeting *

* without a dispensation

Glossary:

DPI: Disclosable Pecuniary Interest

ERI: Extended Registrable Interest

Other actions to mitigate against identified conflicts:

1. Don't read the papers
2. Tell relevant officers
3. Ask to be removed from any email recipient chain/group

REPORT TO CABINET

Open/Exempt		Would any decisions proposed:			
Any especially affected Wards N/A	Operational	Be entirely within Cabinet's powers to decide		NO	
		Need to be recommendations to Council		YES	
		Is it a Key Decision		NO	
Lead Member: Cllr. Simon Ring E-mail: simon.ring@west-norfolk.gov.uk		Other Cabinet Members consulted: Cllr. Simon Ring			
		Other Members consulted: Environment & Community Panel.			
Lead Officer: Richard Allan E-mail: Richard.allan@west-norfolk.gov.uk Direct Dial:07710760852		Other Officers consulted: Corporate Leadership Team. Tommy Goode, Siobhan Cleeve.			
Financial Implications NO	Policy/ Personnel Implications Yes – Town Plan implications	Statutory Implications NO	Equality Impact Assessment YES/NO If YES: Pre-screening/Full Assessment	Risk Management Implications NO	Environmental Considerations NO
If not for publication, the paragraph(s) of Schedule 12A of the 1972 Local Government Act considered to justify that is (are) paragraph(s)					

Date of meeting: 16th September 2025

TITLE: PLAYING PITCH AND SPORTS FACILITIES STRATEGY ADOPTION

Summary

Local Authorities must adopt a Playing Pitch Strategy (PPS) and Sports Facilities Strategy (SFS) based upon Sport England models to access funding towards capital developments and ensure ongoing support from Sport England. The strategies look at demand through to 2040 in line with the Local Plan with population and housing developments, quality of facilities, accessibility, inclusivity and take account of West Norfolk's natural uniqueness and environmental features.

PPS and SFS should be renewed every 3 years and adoption of these strategies by King's Lynn and West Norfolk would enable access to Sport England capital funding for facility developments.

The PPS identifies a need to protect existing facilities, gain community access agreements for school facilities, and attract developer contributions for facility developments. Key projects include:

- Development of additional 3G pitches
- Development of Padel courts,

- Development of non-turf cricket pitches
- Feasibility of netball specific facilities.

The SFS looks at population projections based on ONS and housing development targets which could lead to a population increase of 16% by 2040. Based on this, any future decisions of BCKLWN and any alternative authority set up, would be based on the data contained within the strategies and Sport England/National governing body frameworks.

Implementing AND USING the Strategy

- We should look to adopt a policy of protecting existing facilities unless it can be proven that there is sufficient spare capacity to accommodate any displaced demand at other existing facilities in the borough or the facilities are replaced with new facilities.
- Work with clubs, landowners, parish councils, national governing bodies of sport, the private sector and other organisations to bring this strategy to fruition.
- The Strategies can be used to support:
 - Sports development planning
 - Planning Policy review
 - Planning applications reviews
 - CIL application priorities
 - Funding bids
 - Facility and asset management
 - Public health and tackling health inequalities
 - Coordinating resources and investment
 - Capital programmes

Recommendation

Cabinet Resolves:

To recommend to Full Council the adoption of the Playing pitch and sports facilities strategies.

Recommendations to Full Council:

That Council agree to adopt the playing pitch and sports facilities strategies.

Reason for Decision

To ensure that any decisions around the provision of sport and leisure facilities within the borough are in line with the overall strategy.

1 Background

- 1.1. Ploszajski Lynch Consulting LTD (PLC) consultants were originally commissioned to produce a Playing Pitch Strategy (PPS) and Sports Facilities Strategy (SFS) which concluded in 2023.
- 1.2. With the current work being undertaken for the leisure investment plan and the need to finance any future projects we commissioned PLC to undertake a "Stage E" refresh of the strategies and bring them up to date. The strategies will now have a 3-year life span before they must be updated again.

- 1.3. The strategy reviews have included analysis of demand based on Sport England models, use of Sport England Facility Planning Models for Sports Halls and Swimming Pools and consultation with a range of National Governing Bodies, Active Partnership, Sport England and a range of consultants currently undertaking work for us.

2 Options Considered

2.1 The option to not adopt the policies would not be proposed at this time, as this limits both the financial and non-financial support that can be obtained through Sport England for the current Leisure Development and future joint working projects. There are a number of other benefits of strategy adoption including: Sports Development planning; planning policy review; CIL application priorities; funding bid support; facility and asset management priorities; tackling public health inequalities (Marmot Place work), and coordination of future capital and revenue spend.

3 Policy Implications

3.1 The strategies have been produced in line with the objectives/policies of the currently adopted Local Plan to 2040. They will also form part of the preparation of the evidence base for a new Local Plan in the future.

4 Financial Implications

4.1 The adoption of policies would allow BCKLWN to apply for funding through Sport England, which could reduce the capital cost of current and future capital projects.

4.2 There are no direct costs associated with the adoption of the strategies, although future provision, capital developments, and revenue spend would be shaped by the contents of the strategies.

5 Personnel Implications

5.1 There will be no direct personnel implications from the adoption of the policy.

6 Environmental Considerations

6.1 any future developments based on recommendations from the strategies will be in line with BCKLWN and Sport England Environmental policies to ensure best practice is achieved.

7 Statutory Considerations

7.1 There are no statutory considerations.

8 Equality Impact Assessment (EIA)

8.1 Pre-screening report completed and attached

9 Risk Management Implications

9.1 There are no risk Management Implications from direct adoption of the policy. however, failure to adopt the policy could affect future funding streams from Sport England.

10 Declarations of Interest / Dispensations Granted

10.1 none

11 Background Papers

11.1 – Sports facilities Strategy document

11.2 – Playing Pitch Strategy document

Stage 1 - Pre-Screening Equality Impact Assessment

For equalities profile information please visit [Norfolk Insight - Demographics and Statistics - Data Observatory](#)

Name of policy/service/function	Playing Pitch Strategy and Sports facilities Strategy				
Is this a new or existing policy/service/function? <i>(tick as appropriate)</i>	New	<input checked="" type="checkbox"/>	Existing		
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service is rigidly constrained by statutory obligations, and identify relevant legislation.	<p>Playing Pitch and Sports Facilities strategies.</p> <p>The adoption of the policies by BCKLWN will allow more opportunities to achieve external funding from Sport England, along with shaping the strategic priorities for Leisure and Sports Provision within the Borough.</p>				
Who has been consulted as part of the development of the policy/service/function? – new only <i>(identify stakeholders consulted with)</i>	Corporate Leadership Team, Tommy Goode, Siobhan Cleeve.				
Question	Answer				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p> <p><i>If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.</i></p> <p><i>*For more information on health inequalities please visit The King's Fund</i></p>		Positive	Negative	Neutral	Unsure
	Age			<input checked="" type="checkbox"/>	
	Disability			<input checked="" type="checkbox"/>	
	Sex			<input checked="" type="checkbox"/>	
	Gender Re-assignment			<input checked="" type="checkbox"/>	
	Marriage/civil partnership			<input checked="" type="checkbox"/>	
	Pregnancy & maternity			<input checked="" type="checkbox"/>	
	Race			<input checked="" type="checkbox"/>	
	Religion or belief			<input checked="" type="checkbox"/>	
	Sexual orientation			<input checked="" type="checkbox"/>	
	Armed forces community			<input checked="" type="checkbox"/>	
	Care leavers			<input checked="" type="checkbox"/>	
	Health inequalities*			<input checked="" type="checkbox"/>	
	Other (eg low income, caring responsibilities)			<input checked="" type="checkbox"/>	
<p>Please provide a brief explanation of the answers above: the strategies to be adopted look at the provision of playing pitches and sports facilities and doesn't go into detail on the layout, functionality, or</p>					

use of the facilities. Any impacts would be derived from these factors rather than the adoption of the policies.		
Question	Answer	Comments
2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?	No	
3. Could this policy/service be perceived as impacting on communities differently?	No	
4. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions? If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section	Yes / No	Actions:
		Actions agreed by EWG member:
If 'yes' to questions 2 - 4 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary: Decision agreed by EWG member:		
5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	No	Please provide brief summary:
Assessment completed by: Name	Richard Allan	
Job title	Assistant Director – Leisure & Culture	
Date completed	31 st July 2025	

Reviewed by EWG member		Date	
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✓ Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy
corporate.policy@west-norfolk.gov.uk

Ploszajski Lynch
Consulting Ltd.



Kings Lynn and West Norfolk
Borough Council

*Playing Pitch and Outdoor Sports
Facilities Strategy
First Update*

June 2025

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1 INTRODUCTION

1.1 Introduction

In 2022, Kings Lynn and West Norfolk Borough Council (KL&WNBC) appointed Ploszajski Lynch Consulting Ltd. (PLC) to update the Sports Facilities and Playing Pitch Strategies for the Borough. The study covers:

- Indoor sports and active recreation facilities.
- Playing pitches and outdoor sports facilities.
- Informal/casual outdoor active recreational opportunities.

This document comprises the first review of the assessment of playing pitches and outdoor sports facilities needs.

1.2 The rationale for the strategy

1.2.1 Purpose

The Council produced a Sports Facilities Strategy since 2011 and a Playing Pitch and Outdoor Facilities Strategy in 2023. Following Sport England guidance on the need for regular reviews, it therefore now requires an update of both documents to help shape the future of leisure provision for West Norfolk. The future need assessments have been extended from 2036 in the original strategy, to 2040, to conform with the new Local Plan period.

1.2.2 Benefits

The benefits of the study are as follows:

- ***The case for facilities developments:*** The Council has a number of sports projects at concept stage and the need and demand for these will be determined by the results of this strategy.
- ***The Local Plan: The Local Plan/ Neighbourhood Plans:*** The strategy documents will form part of the evidence base for the Local Plan review and/or emerging Neighbourhood Plans, which will enable the Borough Council and Town/Parish Councils to:
 - Include evidence-based policies on the provision and retention of sports facilities in the Borough.
 - Identify the additional sports facilities needs arising from new development.
 - Compile a charging schedule for developer contributions to fund additional facilities provision.

- **Health and wellbeing:** Facilities needs will be related to local health and wellbeing priorities and the delivery of sport and physical activity programmes.
- **Stakeholder engagement:** Sports facilities and pitch provision is a ‘mixed economy’ involving the public sector (KL&WNBC, schools and town/parish councils), the voluntary sector (sports clubs and associations) and the commercial sector (fitness gyms). The strategy compilation process (which is covered in more detail below) involved engagement with all providers (and the umbrella organisations that represent them like Sport England, Active Norfolk and the governing bodies of sport), so has identified who is best placed to deliver the established needs.
- **External funding bids:** All bids for external funding for sports facilities and pitch provision will involve demonstrating the strategic priority of the proposed developments, so the strategy documents will provide the basis for this.
- **Tourism and the visitor economy:** The visitor economy in West Norfolk is estimated to be worth around £496 million to the wider economy. Around 482,000 staying visitors spend an estimated £111 million per annum. Around 7.8 million day visitors spend around £259 million. The visitor economy supports around 17% of jobs in the economy. Sports facilities such as the Oasis Pool in Hunstanton and some coastal water sports provision make a significant contribution to the tourism offer and the study will address these needs in addition to those of the resident population.

1.3 The study brief

The study brief states that the project should culminate with the production of an updated Sports Facilities and Playing Pitch Strategy for West Norfolk considering short, medium and long term requirements and accounting for the West Norfolk Local Plan which runs to 2040. The plan should also consider the geography of the borough and the rurality and population demographic. In doing so, the assessment considers the following questions:

- What is the overall picture across West Norfolk in terms of the quantity of sports provision?
- What is the overall picture across West Norfolk in terms of the quality, accessibility, and sustainability of sports provision?
- What is the overall picture for West Norfolk in terms of disability sport and inclusive facilities, considering if demand for facilities is being met?
- Which geographical areas have poor access to sports facilities?
- How much informal and formal community use and security of community access is there to educational sites?
- Are there facilities which complement the natural environment and features of West Norfolk and is there demand for them?
- Is there a need to develop new standards for provision for sports facilities and pitches?

The study assesses need at a boroughwide, sub-area (north, central and south) and site-specific level and takes account of facilities in neighbouring areas that serve the needs of the Borough's population.

1.4 The scope of the strategy

The playing pitches and outdoor sports facilities included in the Strategy are:

- Football pitches.
- Cricket pitches.
- Rugby pitches.
- Hockey pitches.
- Tennis courts.
- Bowls greens.
- Netball courts.
- Athletics tracks.
- Watersports facilities.
- Multi-use Games Areas.
- Footpaths, cycle paths and public rights of way.

1.5 Strategy format

The structure of the document is as follows:

- Assessing playing pitch and outdoor sports facilities needs in Kings Lynn and West Norfolk.
- The local context for facilities provision.
- Strategic influences on facilities provision.
- Football pitches.
- Cricket pitches.
- Rugby pitches.
- Hockey pitches.

- Tennis courts.
- Bowls greens.
- Netball courts.
- Athletics tracks.
- Watersports facilities.
- Multi-use Games Areas.
- Footpaths, cycle paths and public rights of way.
- Applying and reviewing the Strategy.

2 ASSESSING PLAYING PITCH AND OUTDOOR SPORTS FACILITIES NEEDS

2.1 Introduction

This section describes the basis on which playing pitch and outdoor sports facilities needs in Kings Lynn and West Norfolk were assessed. Two different methodologies were applied:

- Sport England's *'Playing Pitch Strategy Guidance'* (2013) for football, cricket, rugby and hockey pitches.
- Sport England's *'Assessing Needs and Opportunities Guidance'* (2014) for tennis courts, bowling greens, netball courts, athletics tracks, watersports facilities, multi-use games areas and play and informal recreation facilities and footpaths, cycle paths and public rights of way.

2.2 Playing Pitch Methodology

2.2.1 Introduction

The methodology for the pitches follows the *'Playing Pitch Strategy Guidance'* (2013) developed by Sport England. The process involves five stages and ten steps as follows:

- **Stage A** - Prepare and tailor the approach (Step 1).
- **Stage B** - Gather information on the supply of and demand for provision (Steps 2 and 3).
- **Stage C** - Assess the supply and demand information and views (Steps 4, 5 and 6).
- **Stage D** - Develop the strategy (Steps 7 and 8).
- **Stage E** - Deliver the strategy and keep it robust and up-to-date (Steps 9 and 10).

2.2.2 Preparing and tailoring the approach

KL&WNBC convened a project steering group in October 2021 led by officers from Leisure, Policy Planning and Corporate Performance and involving advice from Sport England and the relevant governing bodies of sport to devise:

- The vision and objectives of the review of playing pitches in the borough.
- The scope of the exercise, including the types of facilities to include, the geographical scope and the overall timeframe for the assessment.
- The local and wider strategic context.
- The project management arrangements for the study, including the decision to engage assistance from external consultants.

A project brief was produced, approved and signed-off to complete Stage A of the process.

2.2.3 Assessing current needs

To assess whether the current provision is adequate to meet existing demand an understanding of the situation at all sites available to the community needs to be developed. This is achieved by providing a brief overview for each site, which comprises:

- A comparison between the carrying capacity of a site and how much demand currently takes place there. The carrying capacity of a site is defined as the amount of play it can regularly accommodate over an appropriate period of time without adversely affecting its quality and use. Demand is defined in terms of the number of ‘match equivalent sessions’ at each site.
- An indication of the extent to which pitches and related facilities are being used during their respective peak periods.
- The key issues with and views on the provision at a site and its use.
- The site overviews identify the extent to which pitches are:
 - Being overplayed - where use exceeds the carrying capacity.
 - Being played to the level the site can sustain - where use matches the carrying capacity.
 - Potentially able to accommodate some additional play - where use falls below the carrying capacity.

The situation at individual sites can then be aggregated to identify the position at a wider geographical area, to identify the potential for excess demand at some sites to be accommodated by excess supply at others in the locality. Other factors can also be assessed such as:

- Any demand being accommodated on sites with unsecured community access.
- The impact of latent or displaced demand.
- The situation at priority sites.

This analysis then enables an assessment to be made of the adequacy of existing pitch and related facility provision.

2.2.4 Assessing future needs

The methodology applied to assess the additional future needs for pitches and related facilities arising from population growth also involves the approach advocated in Sport England’s PPS guidance, namely:

- Establishing projected population change.
- Analysing sports development proposals and participation trends.

- Considering existing deficiencies or spare capacity.
- Taking account of any forthcoming changes to facility supply.

2.2.5 Assessed demand parameters

Analysis of the above factors influencing the future supply and demand for playing pitches in the borough has led to the following conclusions, which are reflected in the subsequent assessment of future needs:

- **Population change:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Participation trends:** According to Sport England's 'Active People' and 'Active Lives' surveys, participation at a national level in all the pitch sports has remained static or fallen in the period since 2015, in some cases by quite significant margins. This means that future increases in participation in the pitch sports cannot be assumed based upon historic trends and have therefore not been factored into projected needs.
- **Sports development initiatives:** A number of sports development initiatives are delivered in Kings Lynn and West Norfolk by the council, the governing bodies of the pitch sports and their member clubs (full details are in the individual sports sections). The impact on sustained increases in participation directly attributable to these activities has been factored in to projected future needs.
- **Changes in supply:** Any known proposed gains or losses in pitches and related facilities provision will influence the ability to accommodate the additional demand arising from the increased population and this has been included in the capacity assessments (full details are in the individual sports sections).

2.2.6 Delivering future needs

To identify the most appropriate way to meet the additional pitch and related facilities needs arising from population growth, four sequential questions were addressed:

- **Existing deficiency or spare capacity:** To what extent do existing pitches and related facilities have any current shortfalls or any over-supply?
- **Additional needs:** What additional needs will arise from population growth?
- **Accommodating needs:** Which needs can be met in whole or part by spare capacity in existing pitches and related facilities and which will need to be met in whole or part by new provision?
- **Extra pitches:** What extra pitches and related facilities of each type are required to provide for the residual unmet demand?

2.2.7 Outputs

The methodology provides quantified answers to the above questions as follows:

- **Current provision:** The adequacy of current provision and any existing spare capacity was assessed using Sport England's approved methodology, adapted where appropriate to assess informal demand and facilities.
- **Additional needs:** Additional needs were calculated by identifying the existing Team Generation Rates in the borough, to identify the number of people that are currently required to form a team of various types in each of the pitch sports. These figures have then been applied to both of the population projections, to calculate the gross additional team and related pitch needs arising from the additional population.
- **Net requirements:** The net requirement for additional provision was calculated by comparing the extra required capacity to the current spare capacity where appropriate, to identify the difference.
- **Location of provision:** The location of additional pitch and related facilities needs was established by comparing the respective levels of projected population growth in each part of the borough.

2.2.8 The criteria assessed

- **Quantity:** The number of pitches and related facilities was established and cross checked against other sources provided by local stakeholders and consultees.
- **Quality:** The quality of playing pitches was assessed by visiting every pitch in the borough during the respective playing seasons and assessing quality criteria using the recognised non-technical visual assessment criteria. The ratings for each aspect of each pitch were compared with the clubs' and stakeholder consultations and amended where necessary.
- **Accessibility:** The accessibility of pitches, in particular the extent of secured community use and pricing was assessed, to identify any barriers to use that might impact on the capacity of local provision.
- **Strategic priority:** The assessment of need and priorities for provision was identified by the governing bodies of the respective pitch sports.
- **Used capacity:** The used capacity of existing pitches at each site was assessed using a bespoke supply-demand spreadsheet.

2.2.9 Keeping the assessment robust and up-to-date

Sport England advocates that the PPS should be reviewed on an annual basis from the date it is formally signed off by the steering group. Along with ensuring that the strategy is used and applied, the process to keep it robust and up to date will expand the life of the strategy, providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

The review should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the SFS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

2.3 Outdoor Sports Facilities Methodology

The methodology applied to assess the needs and opportunities for sports facilities follows Sport England's recommended approach, advocated in '*Assessing Needs and Opportunities Guidance*' (2014).

2.3.1 Preparing and tailoring the approach

KL&WNBC convened a project steering group in October 2021 led by officers from Policy Planning, Corporate Performance and Alive West Norfolk (the Council-owned not-for-profit company that runs its leisure facilities) involving advice from Sport England and the relevant governing bodies of sport to devise:

- The vision and objectives of the review of outdoor sports facilities in the borough.
- The scope of the exercise, including the types of facilities to include, the geographical scope and the overall timeframe for the assessment.
- The local and wider strategic context.
- The project management arrangements for the study, including the decision to engage assistance from external consultants.

A project brief was produced, approved and signed-off to complete Stage A of the process.

2.3.2 Assessing sports facilities supply

The assessment of sports facilities supply at Stage B of the study involved four main elements:

- **Quantity:** Establishing what facilities there are in the borough, with details of their dimensions, technical information like playing surfaces and floodlighting. This included consideration of facilities not currently in use, those not available to the community and significant provision in neighbouring areas that serves some needs of Kings Lynn and West Norfolk residents.

- **Quality:** Auditing the quality of facilities. This involved assessing each facility in terms of its condition (its age, appeal, fabric and ancillary provision like changing and car parking - factors that will influence its attractiveness to users) and fitness for purpose (its technical specifications and ability to accommodate an appropriate standard of play).
- **Accessibility:** Determining spatial distribution of provision in the borough by GIS mapping of each facility type, including catchment analysis appropriate to the scale and role of each facility.
- **Availability:** Identifying how much each facility is used, whether there is any existing spare capacity and if there is any scope to increase capacity. This involved consideration of programming and usage data, opening times and pricing levels, which was secured through consultation with facility providers and operators.

The information was collated and analysed in a facilities supply report, which was evaluated and approved by the project steering group.

2.3.3 Assessing sports facilities demand

The assessment of sports facilities demand at Stage B of the study involved five main elements:

- **Local population profile:** Establishing the local demography, including the size, age profile, affluence/deprivation, health indices and growth projections.
- **Sports participation:** Identifying local sports participation characteristics, through analysing the results of Sport England's 'Active Lives' survey, local facilities usage figures and a survey of local clubs to establish membership patterns and trends.
- **Unmet, displaced and future demand:** In addition to current expressed demand, analysis of unmet (demand which exists but cannot currently be satisfied), displaced (demand from within the borough that is satisfied elsewhere) and future demand (based on projected population and participation increases) was identified.
- **Local participation priorities:** Establishing any local priorities for the use of sports facilities, such as those relating to corporate health and well-being policies.

The information was collated and analysed in a facilities demand report, which was evaluated and approved by the project steering group.

2.3.4 Assessing the balance between sports facilities supply and demand

To complete Stage B of the process, the supply and demand information was brought together for each type of facility to establish:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs?
- **Quality:** Are the facilities fit for purpose for the users?
- **Accessibility:** Are the facilities in the right physical location for the users?
- **Availability:** Are the facilities available for those who want to use them?

2.3.5 Applying the assessment - Developing the strategy

The results of the assessment was applied to produce an assessment which included:

- **Options for provision:** The options for meeting current and future facilities needs were identified under Sport England's recommended headings of 'Protect', 'Provide' and 'Enhance'.
- **Policy recommendations:** Arranged under the headings of 'Protect', 'Provide' and 'Enhance', planning policy recommendations were developed to ensure that the implementation of the strategy will be supported by the provisions of the Local Plan.
- **Strategy implementation:** An action plan which identifies the ways in which the strategy can be implemented, subject to human and financial resource availability, but a wide range of stakeholders from the public, voluntary and commercial sectors.

Sport England advocates that the SFS should be reviewed on an annual basis from the date it is formally signed off by the steering group. Along with ensuring that the strategy is used and applied, the process to keep it robust and up to date will expand the life of the strategy, providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions. Taking into account the time to develop the SFS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

2.3.6 Keeping the assessment robust and up-to-date

The review should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the PPS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

2.4 Stakeholder consultation

Information was gathered from a wide range of consultees including:

- **Sport England:** Guidance on the assessment methodology.

- ***Kings Lynn and West Norfolk Borough Council:*** Consultation with officers from Policy Planning, Corporate Performance on their respective areas of responsibility.
- ***Neighbouring local authorities:*** Information on their playing pitch and outdoor sports facilities assessments and the impact of any cross-border issues was obtained from South Holland District Council, North Norfolk District Council, Breckland District Council, West Suffolk Council, East Cambridgeshire District Council and Fenland District Council.
- ***Active Norfolk:*** Information on local and wider strategic priorities.
- ***National Health Service:*** The NHS Norfolk and Waveney Integrated Care Board and the West Norfolk Health and Wellbeing Partnership provided information on links with sport and physical activity.
- ***Governing bodies of sport:*** Information on local and wider strategic priorities and local supply and demand information.
- ***Sports clubs:*** Information on sports facilities provision and use, current and future needs and opinions on quality, which was submitted via an on-line survey.
- ***Schools:*** Information on sports facilities provision and use, plus attitudes towards community use, which was submitted via an on-line survey.
- ***Parish Councils:*** Information on sports facilities provision and use, current and future needs and opinions on quality, which was submitted via an on-line survey.

2.5 Summary

Assessing playing pitch needs in Kings Lynn and West Norfolk using the approach advocated by Sport England in its *Playing Pitch Strategy Guidance* and outdoor sports facilities using its *Assessing Needs and Opportunities Guidance* has ensured that the exercise is both robust and evidence-based and as a result complies with the provisions of the Government's National Planning Policy Framework.

3 THE LOCAL CONTEXT FOR FACILITIES PROVISION

Key findings:

- ***An elderly and ageing population:*** The borough has an elderly age profile and demographic change by 2040 will see a significant increase in the proportion of people aged over 50. Since sport and physical activity rates typically decline with age, the market for local sports facilities will evolve accordingly.
- ***Population growth:*** The ONS 2018 sub-national population projections increase of 4,750 (or 3.1%) over the period 2021 to 2040. If housing targets are met, population growth could be as high as 25,000. This will increase demand for facilities for sport and physical activity.
- ***Overall sports participation rates:*** Local participation rates in sport and physical activity are low and have fallen over the past five years (based upon Sport England's 'Active Lives' survey) and whilst they close to the Norfolk average, they are well below the respective national and regional figures.
- ***Facilities supply:*** Sports facilities are provided by a mosaic of owners and operators from the public, voluntary and commercial sectors, which highlights the need for and benefits of a strategic approach to co-ordinating provision.

3.1 Introduction

This section identifies the context within which sports facilities provision is made in Kings Lynn and West Norfolk.

3.2 Background

3.2.1 Location

Kings Lynn and West Norfolk borough covers approximately 556 square miles, which makes it the thirteenth largest authority area in England. The council area shares boundaries with six local authorities across four counties. These are Breckland District Council and North Norfolk District Council from Norfolk, South Holland District Council from Lincolnshire, Fenland District Council and East Cambs District Council from Cambridgeshire and West Suffolk Council.

3.2.2 Settlement pattern

King's Lynn is the major settlement in the area with a population of 42,800. The remainder of the population is spread across a network of small villages and market towns. Downham Market at 10,000 is the largest town in the south of the borough. To the north the largest settlement is the seaside town Hunstanton at 4,300 residents. Other larger settlements like Dersingham, Heacham, Terrington St Clements, Upwell/Outwell are of similar size and population. There are 102 parishes in the borough.

The replacement Local Plan review, which will cover a period of 15 years ahead, proposes a focus for growth along the A10/ Main Rail Line corridor, specifically at King's Lynn, Downham

Market and the Growth Key Rural Service Centres of Marham and Watlington. Other significant growth is proposed east of Wisbech (Walsoken Parish) and at Hunstanton.

3.2.3 Transport links

Road links to and through the borough include the A10, which links Kings Lynn and Downham Market with to the south, the A17, which links Kings Lynn to the west, the A47, which links Kings Lynn to Wisbech and Norwich and the A148 which links to Fakenham and Cromer. A north-south rail line links the Kings Lynn and Downham Market with London via Ely and Cambridge.

3.2.4 Tourism and the visitor economy

The visitor economy in West Norfolk is estimated to be worth around £496 million to the wider economy. Around 482,000 staying visitors spend an estimated £111 million per annum. Around 7.8 million day visitors spend around £259 million. The visitor economy supports around 17% of jobs in the economy. Sports facilities such as the Oasis Pool in Hunstanton make a significant contribution to the tourism offer.

3.3 Demography

3.3.1 Current population

The 2021 census data for Kings Lynn and West Norfolk indicates 154,300 residents. This represents an increase of 6,849 people (4.6% growth) since the 2011 Census figure of 147,451.

3.3.2 Age structure

Analysis of the 2021 census data shows that Kings Lynn and West Norfolk has a relatively elderly age profile compared with both Norfolk and England. The average age of residents of the borough is 48.4 years, compared with a national average of 43.1 years.

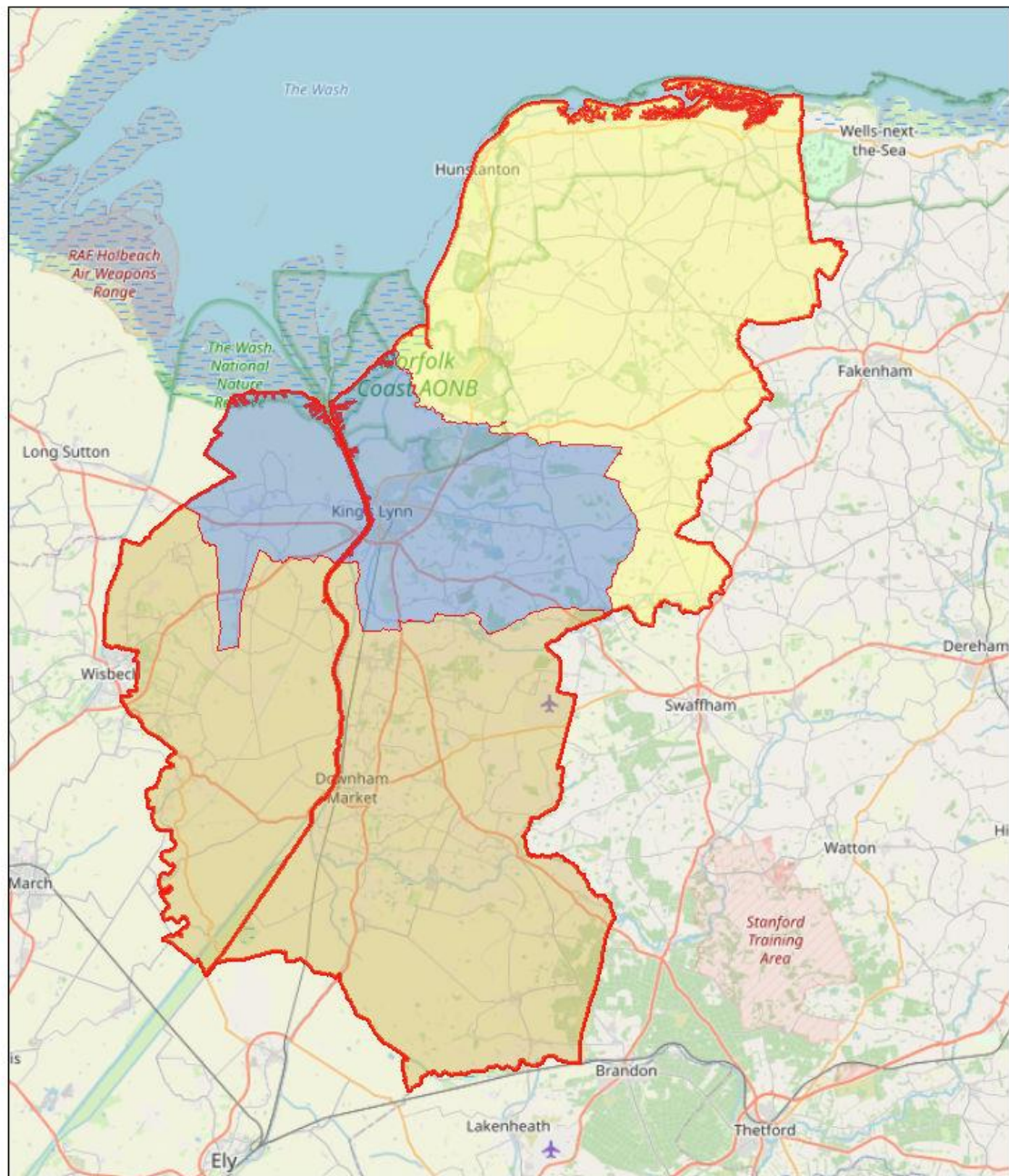
Table 1: Kings Lynn and West Norfolk Age Structure

Age	Kings Lynn and West Norfolk No.	Kings Lynn and West Norfolk %	Norfolk %	England %
0-14	24,000	15.6%	15.2%	17.4%
15-24	14,400	9.3%	10.7%	11.7%
25-49	43,400	28.1%	29.1%	33.0%
50-64	32,600	21.1%	26.6%	19.4%
65+	39,900	25.9%	24.4%	18.4%
Total	154,300	100.0%	100.0%	100.0%

3.3.3 Sub-areas

The borough can be divided into sub-areas, to assist with analysing provision at a more local level and in particular to assess the differential spatial impact on supply and demand for sports facilities arising from housing growth. Three areas have been selected on the basis that they comprise discrete areas within which the resident population will typically look to access provision like sports facilities on a relatively local basis.

KINGS LYNN & WEST NORFOLK SUB AREAS



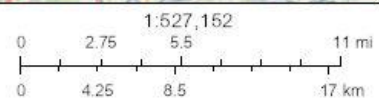
8/22/2022

DOWNHAM MARKET AND SURROUNDS SUB AREA

HUNSTANTON AND SURROUNDS SUB AREA

KINGS LYNN AND SURROUNDS SUB AREA

KINGS LYNN AND WEST NORFOLK DISTRICT BOUNDARY



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The sub-area ward populations are based upon ONS 2019 small-area estimates and are as follows:

Ploszajski Lynch Consulting Ltd.

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*Kings Lynn and West Norfolk Borough Council
Playing Pitch and Outdoor Sports Facilities Strategy: First Update*

Table 2: Kings Lynn and West Norfolk sub-areas

Sub-area	Wards	Ward Population 2020	Sub-area Population 2020
Hunstanton and surrounds	Bircham with Rudhams	2,645	28,316
	Brancaster	2,256	
	Burnham Market and Docking	2,520	
	Dersingham	5,807	
	Heacham	5,197	
	Hunstanton	4,189	
	Massingham with Castle Acre	3,094	
Kings Lynn and surrounds	Snettisham	2,608	67,643
	Clenchwarton	2,705	
	Fairstead	6,930	
	Gayton and Grimston	5,700	
	Gaywood Chase	2,903	
	Gaywood Clock	3,300	
	Gaywood North Bank	7,746	
	North Lynn	6,701	
	South and West Lynn	5,399	
	Springwood	3,426	
	St. Margaret's with St. Nicholas	5,285	
	Terrington	5,857	
	The Woottons	6,816	
	West Winch	4,875	
Downham Market and surrounds	Airfield	6,128	55,286
	Denver	2,381	
	Downham Old Town	3,344	
	East Downham	3,165	
	Emneth and Outwell	4,883	
	Feltwell	5,814	
	Methwold	2,814	
	North Downham	2,425	
	South Downham	2,135	
	Tilney, Mershe Lande and Wiggenhall	4,919	
	Upwell and Delph	6,155	
	Walsoken, West Walton and Walpole	5,762	
	Watlington	2,717	
	Wissey	2,644	

3.3.4 Population growth

The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Comparison of the 2021 census data with the 2018 sub-national population projections for 2040 shows that the percentage of people aged under 50 falls from 53.0% to 48.0%, with proportion population increases amongst the over 50s.

Table 3: Kings Lynn and West Norfolk Population Projections to 2040

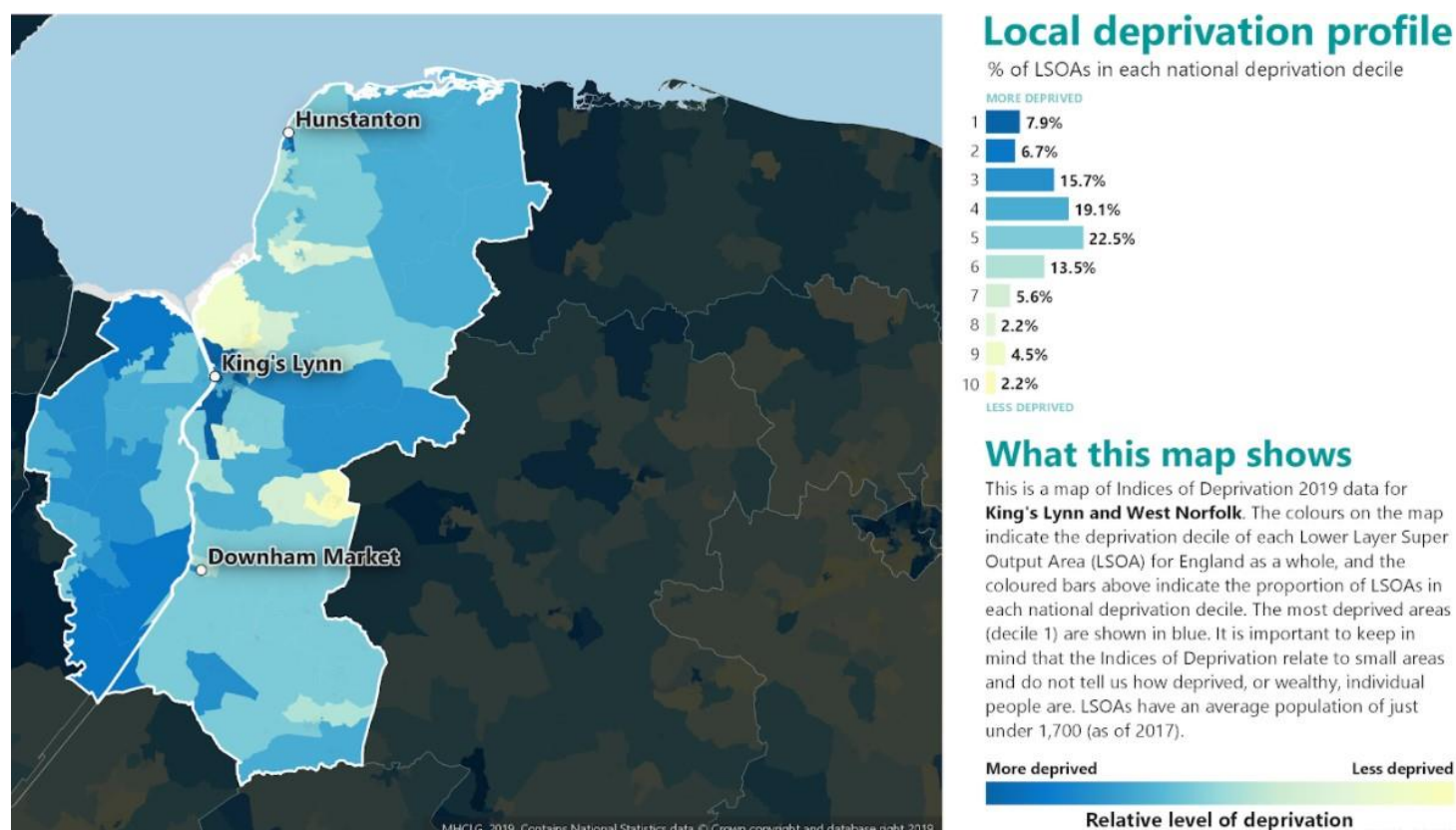
Age	Population 2021	% 2021	Population 2040	% 2040
0-14	24,000	15.6%	22,736	14.3%
15-24	14,400	9.3%	14,690	9.2%
25-49	43,400	28.1%	38,974	24.5%
50-64	32,600	21.1%	30,339	19.1%
65+	39,900	25.9%	52,311	32.9%
Total	154,300	100.0%	159,050	100.0%

3.3.5 Housing needs

The location of population growth will be determined to a large extent by housing development allocations. The Local Plan (submission Plan, para 2.1.3) specified a Local Housing Need (LHN) for 554 dwellings per year (8,085 dwellings over the next 15 years). At an average of 2.3 people per dwelling this would amount to a population increase of approximately 25,000, which is significantly more than the ONS projection. This would take the population in 2040 to 179,300, a 16.1% from 2021.

3.3.6 Deprivation

The English Indices of Deprivation (2019) show that the borough is ranked 73 out of 317 local authority areas in England on a range of deprivation issues. 14.6% of the population live in Lower Super Output Areas that are amongst the 20% most deprived in the country. These areas are mostly concentrated in the urban parts of the borough. Average weekly earnings in the borough are low at £558 compared with the regional average of £629 and national average of £613.



3.3.7 Ethnicity

Figures from the 2011 census reveal that a low proportion of King's Lynn and West Norfolk's population identifies themselves as from the Black and Minority Ethnic groups - only 7.4% compared to the England average of 14.6%.

3.3.8 Health

Local health indices recorded in Public Health England's *Health Profile for Kings Lynn and West Norfolk* (2019) show that in general the health of people in the borough is around the average for England as a whole, although:

- Life expectancy at birth in the borough is 0.1 years shorter for men and 0.4 years shorter for women than the respective national averages. However, life expectancy is 7.4 years lower for men and 1.2 years lower for women in the most deprived areas of the borough than in the least deprived areas.
- The prevalence of obese children aged 10-11 years is 21.5%, compared with 21.0% nationally.
- 62.8% of the adult population of the borough is classified as overweight or obese the same as the national average.

3.4 Disability

The Public Health Profile for Kings Lynn and West Norfolk identifies that the proportion of people in the borough reporting that they have a limiting long-term illness or disability is 21.3%, compared with 17.6% nationally. Based on the borough's population of 154,300 this equates to 32,866 people.

People with disabilities have significantly higher levels of inactivity than the population as a whole, 43% compared with the national figure of 23%.

According to the National Disability Survey 2021 Over a quarter of disabled respondents often had difficulty accessing public buildings, whilst one in three disabled respondents often had difficulty accessing public spaces. These figures present substantial barriers to participation.

3.5 Sport and physical activity

3.5.1 Participation rates

Sport England's *'Active Lives'* survey measures physical activity rates amongst people aged 16 and over at district, county, regional and national levels. The definitions used in the survey are as follows:

- ***Sport and physical activity:*** This includes at least 10-minutes of moderate or higher intensity sports activities, walking and cycling for leisure or travel, fitness and dance.
- ***Active:*** The 'Active' population is defined as those doing at least 150 minutes of the above activities per week.

- **Fairly active:** The ‘Fairly active’ population is defined as those doing between 30 and 149 minutes of the above activities per week.
- **Inactive:** The ‘Inactive’ population is defined as those doing 30 minutes or less of the above activities per week.

The key data for Kings Lynn and West Norfolk since 2015 is set out below and shows a downward trend in activity levels:

Table 4: ‘Active Lives’ survey sport and physical activity participation rates in Kings Lynn and West Norfolk

Activity	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
Active	58.2%	55.2%	53.1%	56.6%	57.0%	50.2%	51.6%	53.9%	58.1%	-0.1%
Fairly active	16.3%	10.0%	12.8%	14.4%	12.5%	12.1%	12.7%	11.4%	12.9%	-3.4%
Inactive	25.5%	34.8%	34.1%	29.0%	30.4%	37.7%	35.6%	34.7%	29.1%	+3.6%

In comparative terms, activity levels are well below the county, regional and national figures:

Table 5: ‘Active Lives’ survey 2023/24 sport and physical activity participation rates comparisons

Area	Active	Fairly active	Inactive
Kings Lynn and West Norfolk	58.1%	12.9%	29.1%
Norfolk	62.3%	12.5%	25.2%
East of England	63.9%	12.4%	23.7%
England	63.7%	11.2%	25.1%

3.5.2 Demographic variations

The ‘Active Lives’ survey national level data identifies that there are significant demographic variations in participation rates:

- **Gender:** Men’s participation rates are higher at 65% than women’s at 61%.
- **Socio-economic groups:** Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked have lower participation rates (54%) than those in professional/managerial roles (72%)
- **Age:** Activity levels decrease with age, from 70% in the 16 - 34 age group, to 66% on the 35 - 54 age group, 61% for 55 - 74 year olds to 40% for those aged 75 and over.
- **Disability and long-term health conditions:** Activity is less common for disabled people or those with a long -term health condition (47%) than those without (68%).
- **Ethnicity:** participation rates are lower for minority ethnic groups than for the White population and are lowest for those of Asian heritage (54%).

3.5.3 Sports club membership

The ‘Active Lives’ survey also records rates of sports club membership amongst people aged 16 and over and who participated at least twice in the previous 28 days. The figures below show that rates are higher in Kings Lynn and West Norfolk than for all the wider geographical comparators:

Table 6: 'Active Lives' survey sports club membership rates comparisons

<i>Kings Lynn and West Norfolk</i>	<i>Norfolk</i>	<i>East</i>	<i>England</i>
48.1%	41.9%	42.6%	42.8%

3.6 The local playing pitch and outdoor sports facilities supply network

Sports facilities provision in Kings Lynn and West Norfolk comprises a mixed economy involving the public, voluntary and commercial sectors. The key providers are as follows:

- **Kings Lynn and West Norfolk Borough Council:** The Council provides the borough's leisure centres, some of which provide pitches and outdoor sports facilities.
- **Town and parish councils:** Town and Parish Councils provide a range of pitches and outdoor sports facilities.
- **Schools:** Schools are significant pitch and outdoor sports facilities providers in the borough, although not all provision is fully community accessible.
- **Sports clubs:** Voluntary sector sports clubs provide and run a range of pitches and outdoor sports facilities.

3.7 The implications for sports facilities provision

The implications of the local context for sports facilities provision in Kings Lynn and West Norfolk are as follows:

- **An elderly and ageing population:** The borough has an elderly age profile and demographic change by 2040 will see a significant increase in the proportion of people aged over 50. Since sport and physical activity rates typically decline with age, the market for local sports facilities will evolve accordingly.
- **People with a disability:** Almost 33,000 people in Kings Lynn and West Norfolk have a limiting long-term illness or disability, so ensuring that sports facilities are accessible for people with disabilities is an important local priority.
- **Population growth:** The ONS 2018 sub-national population projections increase of 4,750 (or 3.1%) over the period 2021 to 2040. If housing targets are met, population growth could be as high as 25,000 (or 14.6%). This will increase demand for facilities for sport and physical activity.
- **Overall sports participation rates:** Local participation rates in sport and physical activity are low and have fallen over the past five years (based upon Sport England's 'Active Lives' survey) and they are well below the respective national, regional and county figures.
- **Facilities supply:** Playing pitches and outdoor sports facilities are provided by a mosaic of owners and operators from the public and voluntary sectors, which highlights the need for and benefits of a strategic approach to co-ordinating provision.

4 STRATEGIC INFLUENCES ON PITCH AND OUTDOOR FACILITIES PROVISION

Key findings:

The review of strategic influences on pitch and outdoor sports facilities provision in Kings Lynn and West Norfolk identified policy convergence on the following issues:

- **Active, healthy communities:** There is strong policy support for the creation of active, healthy communities, including the provision of affordable accessible facilities with appropriate activity programmes.
- **Active design:** Ensuring that the community provision creates opportunities for active travel and an attractive range of co-located facilities is embedded in local and wider policies.
- **Protect and retain:** Local and national planning policy is supportive of protecting and retaining sports facilities for which there is an assessed need.
- **Integration with health and social care:** Closer links with the health and social care system, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided is a strong theme.
- **Low participant groups:** There is universal recognition of which groups have lower engagement with sport and physical activity and a shared policy commitment to address this.

Based upon the shared policy influences, the local strategic outcomes that will provide the underpinning rationale for the provision of pitch and outdoor sports facilities in Kings Lynn and West Norfolk are as follows:

- To promote active, healthy communities in the borough, local stakeholders will support the provision of sustainable community sport and leisure facilities and the spaces and infrastructure that individuals, clubs, schools and individuals can access and use to take part.
- The network of pitch and outdoor sports facilities and supporting community infrastructure will be reviewed to ensure that their quantity, quality, accessibility and availability is appropriate to the needs of existing and prospective users.
- Closer links will be developed with the health and social care system, including the co-location of health and sports facilities where feasible and appropriate, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided.

4.1 Strategic Outcomes Planning Guidance

In May 2019 Sport England supplemented its guidance on the production of sports facilities strategies by publishing ‘*Strategic Outcomes Planning Guidance*’. The approach advocated involves

- Developing an understanding of the wider local strategic outcomes of the study area.
- Using a cross sector approach to identify local community needs and priorities.
- Establishing the contribution that sport and physical activity can make.
- Securing stakeholder ‘buy-in’ to the shared local outcomes.

The aim is to ensure that the development of sports and leisure facilities is not just an end in itself but is fully integrated into the strategic objectives of a range of key stakeholders in any given area. For example, rationale for the design, siting and operation of a new swimming pool in addition to the obvious benefits for sport and physical activity, should include the role it can play in delivering objectives relating to health inequalities, economic regeneration, tourism and socio-economic deprivation.

As a prelude to the assessment of supply and demand for facilities in King's Lynn and West Norfolk, this section reviews the relevant policies and priorities of the council and its strategic partners, to establish:

- The key relevant policies and local strategic outcomes.
- The extent to which these are convergent or divergent in respect of sport and physical activity.

4.2 Kings Lynn and West Norfolk Borough Council Corporate Strategy

4.2.1 Corporate vision

The Council's current aspirations for the borough are set out in its '*Corporate Strategy 2023-2027*' (2023). The Council's current aspirations for the borough are set out in its '*Corporate Strategy 2023-2027*' (2023). The vision of the plan is 'to establish West Norfolk as a place on the map rather than an administrative boundary and ensure it is a welcoming rural district, with vibrant communities and successful, growing businesses. A place where people can thrive, the environment is protected, heritage is preserved, and development meets the needs of people as well as legislation'.

4.2.2 Corporate priorities

To achieve this vision the Strategy sets out four priorities:

- Promoting growth and prosperity to benefit West Norfolk.
- Protecting our environment.
- Efficient and effective delivery of services.
- Supporting our communities.

Priorities three, five and six are directly relevant to this study and the other priorities are of at least tangential relevance.

4.2.3 Delivery objectives

To support the priorities, the following delivery objectives relate directly to sport and physical activity:

- Promote West Norfolk as a desirable leisure, cultural and tourism destination.

- Encourage active travel by reducing barriers to walking and cycling.
- Work with partners, and provide access to leisure, cultural and outreach experiences, to reduce isolation, improve health and wellbeing, and support people to live independently at home for longer.
- Tackle social and health inequalities, encourage healthy, active lifestyles and help prevent avoidable hospital admissions by working with the NHS and other partners.
- Support the local voluntary sector as a vital element of the local community.
- Promote and maintain attractive public open spaces across the borough for all to enjoy.

4.3 Kings Lynn and West Norfolk Local Plan

4.3.1 Introduction

Kings Lynn and West Norfolk's current adopted development plan is made up of:

- The 'West Norfolk Local Plan 2024-2040' (2025).
- 'Made' (adopted) Neighbourhood Plans covering individual Parish areas.

4.3.2 The Local Plan

The Local Plan Vision is that 'people want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit. West Norfolk enjoys an unparalleled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this'.

Policy LP36: Community and Culture:

- 'Delivering community well-being and enhancing quality of life through good design'.
- 'Where possible, developers should examine best practice on design in new development and should aim to involve the community early in the design process of new development.
- 'The form, design, location and layout of development should enhance community wellbeing, by:
 - Being accessible and inclusive - ensuring that people of any age, gender, ethnicity and ability can use and access the development.
 - Being adaptable - creating high quality development which is capable of being modified either for different uses or to suit people with different needs.
 - Being locally distinctive - contributing to a sense of place and identity.
 - Reducing the opportunity for crime - considering factors such as natural surveillance, boundaries and security features, lighting and the management of public space to promote safe living environments.
 - Being within walking distance of open space - to increase peoples quality of life and enable active and healthy lifestyles.

- Creating places that promote social interaction, to allow people who are isolated and more vulnerable to cope with the impacts of climate change’.
- ‘Creating sustainable communities through the provision of community infrastructure. The Borough Council will:
 - Support proposals that protect, retain or enhance sports, leisure and recreation facilities including children’s playgrounds or create new facilities in accessible locations.
 - Work with NHS Norfolk to ensure that new health facilities are provided to serve an expanded population, particularly in growth areas in King's Lynn’.
- ‘The Borough Council recognises the importance of community facilities and services (also referred to as community infrastructure) to improving people’s quality of life, reducing inequality and improving community cohesion. The Council will, working with partners, seek opportunities to gain funding for the development of community infrastructure, particularly in deprived parts of the borough (see Policy LP05)’.
- ‘Protecting, enhancing and promoting cultural facilities The Borough Council will seek to protect and enhance existing cultural assets. If a cultural facility is no longer viable and the Council cannot secure funding, the Council will seek to explore alternative options such as co-locating multiple facilities on a single site to prevent the loss of cultural facilities and to increase the economic viability of such facilities’.
- ‘Development will not be permitted in cases where it would result in a loss of existing cultural facilities, unless equivalent new or improved facilities, where need justifies, can be provided within the same settlement boundary or in close proximity of the existing facility’.
- ‘New cultural facilities will actively be encouraged by the Borough Council, providing they are compatible with their location and setting and do not conflict with Economy Policy LP07. New cultural facilities will be located sequentially, in accessible sites in King's Lynn and the Main Towns of Hunstanton and Downham Market. Cultural facilities proposed in accessible locations in Key Rural Service Centres or the more rural settlements and areas will be considered based on localised impacts’.

Policy LP37 – Community Facilities:

- ‘The Council will encourage the retention of existing community facilities and the provision of new facilities, particularly in areas with poor levels of provision and in areas of major growth’.
- ‘Development leading to the loss of an existing community facility will not be permitted unless it is demonstrated that either:
 - The area currently served by it would remain suitably provided following the loss, or, if not;
 - It is no longer viable or feasible to retain the premises in a community facility use’.

4.3.3 Housing and Economic Land Availability Assessment

The latest assessment of Local Housing Need for the Borough equates to 554 new homes per year. This would require delivery of an additional 8,085 new dwellings over the next 15 years. The location of new housing development in the Local Plan is identified as follows:

Table 8: Location of new housing development in Kings Lynn and West Norfolk (Local Plan - breakdown of housing land allocations)

<i>Place</i>	<i>New dwellings</i>	<i>% Allocation</i>
Kings Lynn and surrounds	3,835	62%
Downham Market	390	6%
Hunstanton	333	5%
Wisbech fringe	550	9%
Key Rural Service Centres	857	14%
Rural villages	210	3%
<i>TOTAL</i>	<i>6,175</i>	<i>100%</i>

4.4 Active Norfolk

4.4.1 Introduction

Active Norfolk is the County Sports Partnership, one of a network of 43 Active Partnerships across the country. It works with sports clubs and organisations and a range of partners in the public, private and voluntary sectors to increase participation in sport and physical activity. Active Norfolk's strategy 'Getting Norfolk Moving' covers the period 2021-26.

4.4.2 Vision

'A Norfolk where being physically active is just 'what people do' in their daily life. Where financial circumstances, health and ability aren't a barrier to exercise. Where opportunities are designed around individual and community needs and promoted so effectively that everyone knows about them and why they should be involved'.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to assess the extent to which the existing facilities network addresses local needs, particularly those of non-users and propose appropriate changes.

4.4.3 Priorities

Physical Health and Mental Well-Being

- Building and strengthening connections between health and social care partners to embed physical activity into health system culture.
- Using insight to support population health management approaches.
- Improving health and care professionals' understanding and use of physical activity to support patient outcomes

The Kings Lynn and West Norfolk Playing Pitch Strategy will need to propose ways to better integrate the existing facilities network and the activity programmes it offers with the needs and priorities of health and social care and propose appropriate changes if necessary.

Children and Young People

- Improving awareness and understanding of the role that physical activity plays in improving outcomes for young people.
- Ensuring physical activity is a normal part of the day for education settings.
- Making physical activity accessible to all young people and families regardless of their circumstances.
- Integrating physical activity into health, education and community strategies and services.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which the existing facilities network addresses the needs of young people and propose appropriate changes if necessary.

Active Environments

- Advocating for walking and cycling to be the first choice for short journeys.
- Improving and increasing the use of green and blue spaces and infrastructure for all.
- Increasing physical activity's prominence in local policy – promoting good design decisions that help people to move more.

The strategy will need to address the extent to which the existing environment, both built and natural, promotes or inhibits physical activity and propose appropriate changes if necessary.

Strengthening Communities

- Working more closely with communities to develop accessible and appropriate opportunities to be active.
- Improving communities' awareness and understanding of the opportunities available to them locally.
- Identifying and using national and local funding to create more relevant activity opportunities.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which existing sports facilities and the programmes that they deliver provide 'accessible and appropriate opportunities to be active' and propose appropriate changes if necessary.

4.5 Norfolk Health and Wellbeing Strategy

4.5.1 Introduction

The Health and Social Care Act 2012 requires local Health and Wellbeing Boards to be responsible for the production of a Joint Strategic Needs Assessment (JSNA) for their area. This enables them and the community as a whole to understand the health and wellbeing needs of their area. The local Health and Wellbeing Boards Strategy is built on the needs identified within the JSNA. The JSNA is used to:

- Inform the Health and Wellbeing board and their strategy.
- Provide information from a central resource for commissioners and funding bids.
- Provide demographics and information for various population levels or need profiles.

4.5.2 Norfolk JSNA

Norfolk's JSNA provides a picture of the health and wellbeing of the people in the county and the issues which affect their needs, inequalities and services, aiming to inform and improve their health and wellbeing. There are three local health priorities:

- Starting Well - Promoting the social and emotional wellbeing of pre-school children.
- Living Well - Reducing obesity.
- Ageing Well - Making Norfolk a better place to live for people with dementia and their carers.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address ways in which facilities for sport and physical activity and the programmes that they deliver can address the three local health priorities, which a particular emphasis on reducing obesity.

4.5.3 Norfolk Health and Wellbeing Strategy

To deliver these priorities the current *'Norfolk Health and Wellbeing Strategy 2018 - 2020'* (2018) sets out a number of ways of working namely:

- A Single Sustainable system.
- Prioritising Prevention.
- Tackling Inequalities.
- Integrating Ways of Working.

The West Norfolk Health and Wellbeing Partnership (HWP) has three priorities at present, mental health, weight management and alcohol reduction. All three are benefitted by access to exercise and the Partnership is funding 12 projects to deliver improvements in community provision at present. Active West Norfolk will be delivering a range of activities. Active Norfolk also sits on the HWP and amongst other sub-groups there is a Healthy and Active Lifestyles group.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address ways in which facilities for sport and physical activity and the programmes that they deliver can address these issues, in particular:

- Their role within a Single Sustainable system.
- How they can be involved in the prevention and mitigation of harmful health conditions.
- Ways in which they can be used to tackle inequalities.
- How they and their activity programmes can become better integrated with the wider health and wellbeing sector.

4.5.4 Norfolk and Waveney Integrated Care Strategy

The *'Norfolk and Waveney Integrated Care Strategy'* (2022) builds on the *'Norfolk Health and Wellbeing Strategy 2018-2020'* setting out priorities, identified in the Joint Strategic Needs Assessment, that partners will deliver together to improve health and wellbeing outcomes.

The Health and Wellbeing Boards for Norfolk and Suffolk have their own strategies aimed at highlighting the need for collective responsibility for health and wellbeing. The recent changes under the Health Act 2022, has created a new Integrated Care System (ICS) which has formally brought together a wide range of organisations and stakeholders to improve services and provide more joined-up health and care for residents.

It also created an Integrated Care Partnership which key organisations - including health, care, local authority, Healthwatch, and voluntary sector from across Norfolk and Waveney - are part of. This partnership has produced an Integrated Care Strategy which is the key document for all ICS partners to develop their strategies and plans from and sets out the challenges and opportunities we face that can only be addressed by partnership working and joint approaches. As there is a clear cross-over between an Integrated Care Strategy and a Health and Wellbeing Strategy, this creates an opportunity to work together as a collective ICS around shared high-level health and wellbeing priorities.

The strategic vision is working as a single sustainable system that enables us to achieve the overarching mission 'to help the people of Norfolk and Waveney to live longer, healthier, and happier lives'. Prevention and early intervention are critical to the long-term sustainability of the health and wellbeing system - stopping ill health and care needs happening in the first place and targeting high risk groups, as well as preventing things from getting worse through systematic planning and proactive management. Sport and physical activity has a key role in supporting this objective.

4.5.5 NHS Core 20 plus five

'Core20PLUS5' is a national NHS England approach to inform action to reduce healthcare inequalities at both national and system level. The approach defines a target population - the 20% most deprived areas of the country - and additionally identifies five focus clinical areas requiring accelerated improvement plus disadvantaged groups in the community identified at local level. Sport and physical activity has an important role in addressing these priorities.

4.6 The Government's Planning Policies

In December 2024, the Government published an update to the *'National Planning Policy Framework'* setting out its economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

4.6.1 Sustainable development

The purpose of the planning system is to contribute to the achievement of sustainable development. Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

4.6.2 Promoting healthy and safe communities

Paragraph 96 of the NPPF states that 'planning policies and decisions should aim to achieve healthy, inclusive and safe places and buildings which:

- Promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other - for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages.
- Are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion - for example through the use of well-designed, clear and legible pedestrian routes, and high-quality public space, which encourage the active and continual use of public areas.
- Enable and support healthy lives, through both promoting good health and preventing ill-health, especially where this would address identified local health and well-being needs and reduce health inequalities between the most and least deprived communities - for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling'.

4.6.3 Open space and recreation

Paragraph 103 of the NPPF states that 'access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate'.

4.6.4 Planning Practice Guidance

The Government's *'Planning Practice Guidance'* (2022) contains the following of particular relevance:

- **Open space, sport and recreation provision:** ‘Open space should be taken into account in planning for new development and considering proposals that may affect existing open space (see National Planning Policy Framework paragraph 96). Open space, which includes all open space of public value, can take many forms, from formal sports pitches to open areas within a development, linear corridors and country parks. It can provide health and recreation benefits to people living and working nearby; have an ecological value and contribute to green infrastructure (see National Planning Policy Framework paragraph 171, as well as being an important part of the landscape and setting of built development, and an important component in the achievement of sustainable development (see National Planning Policy Framework paragraphs 7-9)’.
- ‘It is for local planning authorities to assess the need for open space and opportunities for new provision in their areas. In carrying out this work, they should have regard to the duty to cooperate where open space serves a wider area. See guidance on Local Green Space designation, which may form part of the overall open space network within an area’.
- **Assessing needs:** ‘Local planning authorities are required to consult Sport England in certain cases where development affects the use of land as playing fields. Where there is no requirement to consult, local planning authorities are advised to consult Sport England in cases where development might lead to:
 - loss of, or loss of use for sport, of any major sports facility;
 - proposals which lead to the loss of use for sport of a major body of water;
 - creation of a major sports facility;
 - creation of a site for one or more playing pitches;
 - development which creates opportunities for sport (such as the creation of a body of water bigger than two hectares following sand and gravel extraction);
 - artificial lighting of a major outdoor sports facility;
 - a residential development of 300 dwellings or more’.

4.7 The Government’s Sports Strategy

4.7.1 Introduction

The Government’s sports strategy ‘*Get Active - A Strategy for the Future of Sport and Physical Activity*’ (2023) contains three main priorities, outlined below.

4.7.2 Driving participation and addressing inactivity

- ‘Ensuring everyone is focused on increasing physical activity, meaning fewer inactive children, and narrowing the gap on inactivity where groups are not being reached, with visible progress across the country by 2030’.
- ‘Setting the future direction for facilities and spaces where people can be active by delivering multi-million pound investment into grassroots facilities and setting a clear strategic ambition for the future. This will mean facilities that reflect the needs of local communities, supported by hundreds of millions of pounds of government and local authority investment’.

4.7.3 Strengthening the integrity of sport

- ‘Help the sector to be welcoming to all, by promoting women’s and disability sport, championing diversity across the sector and holding the sector to account for investing in these groups. This will mean groups feel the benefit of public and private investment, that we see meaningful progress by 2030 and that cultural issues which put people off sport are relentlessly tackled’.
- ‘Improve how issues and concerns are dealt with in the sector, starting by launching a call for evidence around sport integrity issues. This will increase confidence in sport so that everyone knows that their welfare is at the heart of the sport system, whatever sport they play’.

4.7.4 Making sport more sustainable

- ‘Supporting the sector to access additional, alternative forms of investment to help it continue to grow and thrive, and by highlighting best practice, good governance mechanisms, and opportunities offered by technology and innovation. This will allow sport to thrive for future generations and support the continuation of our sporting institutions’.
- ‘Working towards a more environmentally sustainable sector that delivers on the government’s net-zero ambitions. We will do this by championing the role that sport can play in sustainability, and bringing together government departments, the sport sector and subject matter experts to share information and provide support’.

4.8 Sport England Strategy

4.8.1 Vision

Sport England’s strategy ‘*Uniting the Movement*’ (2021) contains a vision for ‘a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives’.

4.8.2 Context

The strategy concludes that ‘there are deep-rooted inequalities in sport and physical activity, which mean there are people who feel excluded from being active because the right options and opportunities are not there:

- Disabled people and people with a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition.
- People from a lower socioeconomic group (NS-SEC 6-8) are more likely to be inactive than people in higher social groups.
- Women are less active than men and this gender gap starts with girls being less active from a very young age.
- People from Asian and black backgrounds are far more likely to be physically inactive than people who are white’.

4.8.3 Advocating movement, sport and physical activity

Proposed actions include:

- ‘Continue to build, establish and grow partnerships and a common purpose across both the government and our sector to join up policies, strategies and approaches’.
- ‘Continue to develop and deliver behavioural change campaigns, building on the success of *This Girl Can*, *We Are Undefeatable* and *Join the Movement*, to put movement, sport and physical activity at the forefront of national conversations’.
- ‘Keep building evidence that shows the links between the issues we all care about as a nation and the value of movement, sport and physical activity as part of the solution’.
- ‘Grow the extent to which we communicate, both to people and organisations, the power of getting active to help strengthen public consensus around the importance of being physically active’.

4.8.4 Five key issues

These are identified as:

- ***Recover and reinvent:*** ‘Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people’.
- ***Connecting communities:*** Focusing on sport and physical activity’s ability to make better places to live and bring people together.
- ***Positive experiences for children and young people:*** Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
- ***Connection with health and wellbeing:*** Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
- ***Active environments:*** Creating and protecting the places and spaces that make it easier for people to be active.

4.8.5 Active Environments

The key proposals for facilities are contained in the ‘Active Environments’ theme. This identifies three types of provision:

- ***Dedicated sport and physical activity facilities:*** ‘Dedicated sport and leisure facilities like leisure centres need to be co-created, well designed, supported and maintained to benefit the local community and their users’.
- ***Other community spaces:*** ‘Not usually designed exclusively for exercise, and certainly not for specific sports, these places are a vital resource for many and the activity they host

provides a useful income to the venue. They may never be perfect competition or training spaces, but they attract people who might never go to a sports club, leisure centre or private gym. The development of community spaces like these is important to people who are regularly or newly active’.

- ***The wider built environment:*** ‘These places and spaces influence how much we move. Good design can help to increase activity levels by encouraging walking and cycling. This means connecting dedicated sport and activity facilities and community spaces, by making it easy for people to walk and cycle, by better design and by using the built and natural environments around us’.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to existing sports facilities and the programmes that they deliver address Sport England’s new strategic priorities and in particular the emphasis on non-specialist community spaces or informal facilities.

4.9 Sport England Playing Pitch Policies

Sport England is a statutory consultee on all planning applications involving either the provision, or loss of, playing pitches. It considers proposals affecting playing fields in the context of the National Planning Policy Framework (in particular paragraph 97) and against its own playing fields policy which states the following:

‘Sport England will oppose the granting of planning permission for any development that would lead to the loss, or prejudice the use of:

- All or any part of a playing field, or
- Land which has been used as a playing field and remains undeveloped, or
- Land allocated for use as a playing field.

Unless in the judgement of Sport England, the development as a whole meets one of more of the following specific exceptions:

- ***Exception 1:*** A robust and up-to-date assessment has demonstrated to the satisfaction of Sport England that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted and the site has no special significance to the interests of sport.
- ***Exception 2:*** The proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use.
- ***Exception 3:*** The proposal affects only land incapable of forming part of a playing pitch and does not:
 - Reduce the size of any playing pitch.

- Result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas).
 - Reduce the sporting capacity of the playing field to accommodate playing pitches or the capacity to rotate or reposition pitches to maintain their quality.
 - Result in the loss of other sporting provision or ancillary facilities on the site.
 - Prejudice the use of any remaining areas of playing field on the site.
- **Exception 4:** The area of playing field to be lost as a result of the proposed development will be replaced prior to the commencement of the development by a new area of playing field:
 - Of equivalent or better quality.
 - Of equivalent or greater quantity.
 - In a suitable location.
 - Subject to equivalent or better accessibility and management arrangements.
 - **Exception 5:** The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport to outweigh the detriment caused by the loss, or prejudice to the use, of the area of playing field’.

4.10 Activity Alliance Strategy

The Activity Alliance is the leading voice for disabled people in sport and activity. Established in 1998 as a national charity, they were previously known as the English Federation of Disability Sport. ‘We All Belong’ (2024) is the Alliance’s Strategy for 2025 to 2028:

- **Vision:** The vision is for ‘a future where all disabled people feel they belong in sports and activities’.
- **Mission:** This is as follows:
 - To improve opportunities to be active, empowering disabled people to get involved in sports and activities in the way they choose.
 - We will work with disabled people and an alliance of committed partners to build a movement for change.
- **Ambitions:** These are as follows:
 - Sports and activities meet disabled people’s needs.
 - Disabled people influence campaigning, policy and decision making.
 - Address inequalities by working with others.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to assess the ability of sports facilities to accommodate the needs of disabled people and plan the provision of facilities and services accordingly.

4.11 The implications for shared strategic outcomes

4.11.1 Policy convergence

The review of strategic influences on pitch and outdoor sports facilities provision in Kings Lynn and West Norfolk identifies policy convergence on the following issues:

- **Active, healthy communities:** There is strong policy support for the creation of active, healthy communities, including the provision of affordable accessible facilities with appropriate activity programmes.
- **Active design:** Ensuring that the community provision creates opportunities for active travel and an attractive range of co-located facilities is embedded in local and wider policies.
- **Protect and retain:** Local and national planning policy is supportive of protecting and retaining sports facilities for which there is an assessed need.
- **Integration with health and social care:** Closer links with the health and social care system, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided is a strong theme.
- **Low participant groups:** There is universal recognition of which groups have lower engagement with sport and physical activity and a shared policy commitment to address this.

4.11.2 Shared strategic outcomes

Based upon the shared policy influences, the shared strategic outcomes that provide the underpinning rationale for providing sports facilities in Kings Lynn and West Norfolk are as follows:

- To promote active, healthy communities in the borough, local stakeholders will support the provision of sustainable community sport and leisure facilities and the spaces and infrastructure that individuals, clubs, schools and individuals can access and use to take part.
- The network of pitch and outdoor sports facilities and supporting community infrastructure will be reviewed to ensure that the quantity, quality, accessibility and availability is appropriate to the needs of existing and prospective users.
- Closer links will be developed with the health and social care system, including the co-location of health and sports facilities where feasible and appropriate, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided.

5 FOOTBALL PITCH NEEDS

5.1 Introduction

The key stakeholders delivering football in Kings Lynn and West Norfolk are:

- **Norfolk FA:** All football clubs in the borough affiliate to the Norfolk FA, which administers the game in the county.
- **FA-affiliated clubs:** There are 38 FA-affiliated clubs in Kings Lynn and West Norfolk, who collectively run 64 adult teams, 88 youth teams and 67 mini-soccer teams (219 teams in total).
- **Pitch providers:** A range of organisations provide football pitches in the borough, in particular the council, parish councils clubs and schools.

5.2 Strategic context

5.2.1 The Football Association

'Time for Change: The FA Strategy 2020-2024' (2020) has a number of targets with important implications for football and its facilities needs at grassroots level (see box below).

- **Equal opportunities for every girl:** 'We will work in partnership with schools and teachers to provide tailored programmes and training. We will ensure all girls (5-16 years of age) have access to an inclusive club with an appropriate competitive pathway (including our innovative Wildcats programme)'.
- **Deliver 5,000 quality pitches:** 'The poor quality and availability of our pitches remains the number one frustration in grassroots football and an embarrassment for our country. Significantly improving the quality and durability of our grass pitches and building more artificial pitches is a necessity. To achieve this ambition by 2024, we will work through our delivery partner the Football Foundation, to build and improve 5,000 pitches across England, including using new digital methods to support ground staff up and down the country'.

The Football Association's *'National Facilities Strategy'* (2020) also contains a number of longer-term (10-year) facilities-related targets:

- 1,000 new '3G' football turf pitches in a mix of sizes and settings, dependent upon local needs, all aimed at enhancing the quality of the playing experience.
- 20,000 improved natural-turf pitches: to help address drop-off due to a poor playing experience.
- 1,000 new changing pavilions/clubhouses all linked to priority sites.
- Small-sided facilities to grow the small-sided game for teams and leagues, recreational and informal play.

5.2.2 The Local Football Facility Plan

The *Kings Lynn and West Norfolk Local Football Facility Plan* (LFFP) is strategically aligned to the National Football Facilities Strategy (NFFS) a 10-year plan to change the landscape of football facilities in England. The NFFS represents a major funding commitment from the funding partners (the FA, Premier League and Department for Culture, Media and Sport) and is delivered by the Football Foundation to inform and direct an estimated £1 billion of investment into facilities over the next ten years. As a 'live' document, the LFFP will be updated following the completion of the PPS as an up-to-date supply and demand assessment may present findings and recommendations that need to be incorporated for investment purposes. LFFPs identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all national football investment will be identified via LFFPs.

Overall priorities for football in Kings Lynn and West Norfolk

- Increase the number of youth teams playing futsal.
- Grow female participation growth across all ages.
- Further develop recreational football provision.
- Expand and develop affiliated leagues operating within the district, including the Mid-Norfolk Youth Football League, North-West Norfolk Football League and Norfolk Women and Girls Football League.

3G' football turf pitches:

- There is currently one full-sized (11v11) '3G' football turf pitch in Kings Lynn and West Norfolk and one small-sided '3G' pitch.
- There is a current requirement for an additional three full-sized '3G' football turf pitches in the borough. Potential sites to meet the shortfall are identified as River Lane Playing Fields in Kings Lynn, Downham Market Academy/Downham Market Leisure Centre, the Terrington/Clenchwarton area and the Hunstanton/Heacham area.

Grass pitches:

- Nine priority projects for potential investment were identified by local partners based on a rationale of selecting sites in the poorest condition that are currently/potentially well-utilised and which reflect the strategic focus to improve football participation.
- Potential sites to meet the shortfall are currently being examined in the Kings Lynn area, the Downham Market area and the west of the borough.

Changing rooms/pavilions/clubhouses:

Three priority projects for potential investment were identified as Clenchwarton Recreation Ground, King George V Playing Field (Shouldham) and Docking Playing Field.

Small-sided facilities, parks and open green spaces

Two priority projects for potential investment were identified as King's Way Playing Field, Kings Lynn (MUGA) and Fairstead and Gaywood area, Kings Lynn (small-sided informal grass pitch).

5.2.3 Neighbouring local authorities

Football needs assessments in the neighbouring local authorities highlighted the following cross-boundary issues:

East Cambridgeshire

- The 'East Cambridgeshire Playing Pitch Strategy' (2020) identifies that there is a shortfall of all types of football pitch, including two '3G' football turf pitches.
- The 'East Cambridgeshire Local Football Facility Plan' (2020) notes a shortfall of three '3G' football turf pitches. One new '3G' pitch is proposed in Littleport, which is close to the boundary with Kings Lynn and West Norfolk.

Fenland

- The 'Fenland Playing Pitch Strategy 2016 - 2031' (2016) identifies that there is current and projected future spare capacity of all types of grass football pitches but a shortfall of two '3G' football turf pitches.
- The 'Fenland Local Football Facility Plan' (2019) notes a shortfall of three '3G' football turf pitches. Two new '3G' pitches is proposed in Wisbech, which are close to the boundary with Kings Lynn and West Norfolk.

South Holland

- The 'South Holland Playing Pitch Strategy' (2019) identifies that there is a shortfall of youth and mini-soccer pitches and a deficit of three '3G' football turf pitches.
- The 'South Holland Local Football Facility Plan' (2019) notes a shortfall of three '3G' football turf pitches. One new '3G' pitch is proposed in Sutton Bridge, which is close to the boundary with Kings Lynn and West Norfolk.

North Norfolk

- The 'North Norfolk Playing Pitch Strategy' (2019) identifies significant spare capacity of grass football pitches, but no provision of '3G' football turf pitches, leading to a shortfall.
- The 'North Norfolk Local Football Facility Plan' (2019) notes a shortfall of three '3G' football turf pitches. One new '3G' pitch is proposed in Fakenham, which is close to the boundary with Kings Lynn and West Norfolk.

Breckland

- Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected pitch needs.
- The 'Breckland Local Football Facility Plan' (2020) notes a shortfall of four '3G' football turf pitches, one of which is in Swaffham which is close to the boundary with Kings Lynn and West Norfolk.

West Suffolk

- The *West Suffolk Playing Pitch Assessment* (2022) identifies a shortfall of all types of grass football pitches and a deficit of six '3G' football turf pitches.
- The *West Suffolk Local Football Facility Plan* (2020) notes a shortfall of six '3G' football turf pitches. One new '3G' pitch is proposed in Brandon, which is close to the boundary with Kings Lynn and West Norfolk.

5.2.4 Implications of the strategic context

The implications of the strategic context for football in Kings Lynn and West Norfolk are as follows:

- **'3G' pitches:** The increased dependence on '3G' football turf pitches for youth football and mini-soccer matches will place stresses on existing provision in the borough.
- **Neighbouring areas:** There is some evidence of deficiencies in pitch provision in neighbouring areas which are likely to impact on Kings Lynn and West Norfolk.

5.3 Football pitch demand in Kings Lynn and West Norfolk

5.3.1 Expressed demand

A questionnaire survey was circulated to all FA-affiliated football clubs in Kings Lynn and West Norfolk in 2023. The following 15 clubs responded, collectively representing 130 teams, or 59.4% of all the 219 affiliated teams in the Borough.

- Alive Kings Lynn Community Football
- Birchwood FC
- Dersingham Rovers FC
- Downham Town FC
- Gayton United FC
- Heacham FC
- Heacham Minors FC
- Holly Meadows Youth FC
- Kings Lynn Soccer Club
- Narborough FC
- Reffley Youth FC
- Terrington Tigers FC
- Walpole Community Youth FC
- Watlington Sports and Social Club FC
- West Winch Junior FC

The following clubs affiliate to the Norfolk FA and play in Kings Lynn and West Norfolk in season 2024/25. Clubs based outside the borough but using Kings Lynn and West Norfolk pitches are shown in *italics*, as are any pitches used by Kings Lynn and West Norfolk-based clubs that are outside the borough:

Table 9: Football clubs and teams in Kings Lynn and West Norfolk 2024/25

<i>Club</i>	<i>Match venue(s)</i>	<i>Training venue(s)</i>	<i>Adult teams</i>	<i>Youth (11v11)</i>	<i>Youth (9v9)</i>	<i>Mini (7v7)</i>	<i>Mini (5v5)</i>
AFC Lynn Napier	Leonard Towler Pl. Field		2	2	-	-	-
Castle Acre Swifts FC	Castle Acre Playing Field		2	1	-	-	-
Clenchwarton FC	Clenchwarton Playing Field		2	6	4	4	3
CSKA Emneth	Outwell Playing Field		2	-	-	-	-
Denver FC	Denver Playing Field		-	1	1	-	-
Dersingham Rovers FC	The Pastures	The Pastures	4	3	3	3	3
Docking Rangers FC	Docking Playing Field		3	-	-	1	-
Downham Town FC	Memorial Playing Field Rouses Lane Playing Field	Memorial Pl Field Rouses Lane PF	1	5	4	4	3
FC Abruil Town	River Lane Playing Field		1	-	-	-	-
FC St. Edmunds Hunstanton	Old Hunstanton Pl. Field		1	-	-	-	-
Feltwell United FC	Feltwell Playing Field		2	1	-	-	-
Gayton United FC	Gayton Playing Field	Lynnsport	3	-	-	-	-
Gaywood FC	River Lane Playing Field		1	2	-	-	-
Heacham FC	Station Road Playing Field	Heacham '3G'	3	1	-	-	-
Heacham Minors FC	Station Road Playing Field	Heacham '3G'	2	3	3	5	4
Holly Meadows Youth FC	Holly Meadows School	Holly Meadows	-	1	2	1	1
Ingoldisthorpe FC	Ingoldisthorpe Pl. Field		2	-	-	-	-
Kings Lynn Town FC	The Walks Stadium	The Walks Stadium	6	8	8	7	6
Kings Lynn Soccer Club	West Lynn Playing Field Kingsway Playing Field	Lynnsport	5	4	4	4	6
Marshland Saints FC	Marshland St. James Pl. Fld		2	2	2	2	2
Northwold FC	Northwold Sp. & Soc. Club		1	-	-	-	-
Reffley Youth FC	River Lane Playing Field		1	4	2	1	1
Shouldham Youth FC	KGV Pl. Field, Shouldham		1	3	4	3	3
Snettisham FC	Snettisham Playing Field		-	-	1	-	-
South Creak FC	South Creak Playing Field		1	-	-	-	-
Terrington Tigers Youth FC	Terrington St. Clement P.F. St. Clements High School	Eagles Golf Centre Lynnsport	3	5	5	4	4
The Wanderers FC	River Lane Playing Field		1	1	-	-	-
(The) Woottons FC	Wootton Park		4	5	3	2	2
Upwell Town FC	Upwell Playing Field		-	2	2	2	1
Walpole Community YFC	Walpole St. Andrew PF	Tilney St. Lawrence	-	-	-	-	1
Watlington Sp. & Soc. Club	Watlington Recn. Ground	Watlington Rec Gd	4	2	1	2	2
West Lynn FC	West Lynn Playing Field		1	2	1	1	-
West Winch William Burt FC	William Burt Comm. Centre Tottenham Playing Field		1	2	2	1	1
Wisbech Town FC	Fenland Stadium	Fenland Stadium	4	1	-	-	-
TOTALS	-	-	62	67	51	47	43

Sub-area analysis: Teams are distributed by sub-area as follows:

Table 10: Football teams in Kings Lynn and West Norfolk by sub-area

Sub-area	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Hunstanton and surrounds	13	13	6	10	4
Kings Lynn and surrounds	29	45	29	25	24
Downham Market and Surrounds	20	23	15	12	15
KL & WEST NORFOLK	62	67	51	47	43

5.5.2 Changes since 2023

Team numbers in 2021/22 compare with the current figures (2024/25) as follows:

- District summary:**

Table 11: Changes in football team numbers in Kings Lynn and West Norfolk 2021-2025

Season	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
2021/22	64	51	37	34	33
2024/25	62	67	51	47	43
Change	-2	+16	+14	+13	+10

- Changes at club level:**

Table 12: Club level changes in football team numbers in Kings Lynn and West Norfolk 2021-2025

Club	Year/change	Adult teams	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)	TOTAL
AFC Lynn Napier	2021/22	2	1	0	0	0	3
	2024/25	2	2	0	0	0	4
	Change	0	+1	0	0	0	+1
AFC Walpole	2021/22	1	0	0	0	0	1
	2024/25	0	0	0	0	0	0
	Change	-1	0	0	0	0	-1
Birchwood FC	2021/22	1	0	0	0	0	1
	2024/25	0	0	0	0	0	0
	Change	-1	0	0	0	0	-1
Castle Acre Swifts FC	2021/22	2	1	0	0	0	3
	2024/25	2	1	0	0	0	3
	Change	0	0	0	0	0	0
Castle Rising FC	2021/22	1	0	0	0	0	1
	2024/25	0	0	0	0	0	0
	Change	-1	0	0	0	0	-1
Clenchwarton FC	2021/22	2	4	2	2	1	11
	2024/25	2	6	4	4	3	19
	Change	0	+2	+2	+2	+2	+8

<i>Club</i>	<i>Year/change</i>	<i>Adult teams</i>	<i>Youth (11v11)</i>	<i>Youth (9v9)</i>	<i>Mini (7v7)</i>	<i>Mini (5v5)</i>	<i>TOTAL</i>
College of West Anglia FC	2021/22	1	0	0	0	0	1
	2024/25	0	0	0	0	0	0
	Change	-1	0	0	0	0	-1
CSKA Emneth	2021/22	2	0	0	0	0	2
	2024/25	2	0	0	0	0	2
	Change	0	0	0	0	0	0
Denver FC	2021/22	1	1	1	1	0	4
	2024/25	0	1	1	0	0	2
	Change	-1	0	0	-1	0	-2
Dersingham Rovers FC	2021/22	3	1	1	2	0	7
	2024/25	4	3	3	3	3	16
	Change	+1	+2	+2	+1	+3	+9
Docking Rangers FC	2021/22	3	0	0	0	0	1
	2024/25	3	0	0	0	0	1
	Change	0	0	0	0	0	0
Downham Town FC	2021/22	2	5	2	3	3	15
	2024/25	1	5	4	4	3	17
	Change	-1	0	+2	+1	0	+2
FC Abruil Town	2021/22	0	0	0	0	0	0
	2024/25	1	0	0	0	0	1
	Change	+1	0	0	0	0	+1
FC St. Edmunds Hunstanton	2021/22	0	0	0	0	0	0
	2024/25	1	0	0	0	0	1
	Change	+1	0	0	0	0	+1
Feltwell United FC	2021/22	1	1	0	0	0	2
	2024/25	2	1	0	0	0	3
	Change	+1	0	0	0	0	+1
Gayton United FC	2021/22	3	0	0	0	0	3
	2024/25	3	0	0	0	0	3
	Change	0	0	0	0	0	0
Gaywood FC	2021/22	0	0	0	0	0	0
	2024/25	1	2	0	0	0	0
	Change	+1	+2	0	0	0	0
Heacham FC	2021/22	2	0	0	0	0	2
	2024/25	3	1	0	0	0	4
	Change	+1	+1	0	0	0	+2
Heacham Minors FC	2021/22	2	2	2	4	4	14
	2024/25	2	3	3	5	4	17
	Change	0	+1	+1	+1	0	+3
Holly Meadows Youth FC	2021/22	0	1	3	1	1	6
	2024/25	0	1	2	1	1	5
	Change	0	0	-1	0	0	-1
Ingoldisthorpe FC	2021/22	2	0	0	0	0	2
	2024/25	2	0	0	0	0	2
	Change	0	0	0	0	0	0

<i>Club</i>	<i>Year/change</i>	<i>Adult teams</i>	<i>Youth (11v11)</i>	<i>Youth (9v9)</i>	<i>Mini (7v7)</i>	<i>Mini (5v5)</i>	<i>TOTAL</i>
Kings Lynn Town FC	2021/22	4	2	0	0	0	6
	2024/25	6	8	8	7	6	35
	Change	+2	+6	+8	+7	+6	+29
Kings Lynn Soccer Club	2021/22	3	4	1	4	6	18
	2024/25	5	4	4	4	6	23
	Change	+2	0	+3	0	0	+5
Marshland Saints FC	2021/22	2	0	2	2	2	8
	2024/25	2	2	2	2	2	10
	Change	0	+2	0	0	0	+2
Northwold FC	2021/22	1	0	0	0	0	1
	2024/25	1	0	0	0	0	1
	Change	0	0	0	0	0	0
Redgate Rangers FC	2021/22	0	0	2	1	0	3
	2024/25	0	0	0	0	0	0
	Change	0	0	-2	-1	0	-3
Reffley Youth FC	2021/22	1	5	2	1	1	10
	2024/25	1	4	2	1	1	9
	Change	0	-1	0	0	0	-1
Runcion Holme FC	2021/22	1	0	0	0	0	1
	2024/25	0	0	0	0	0	0
	Change	-1	0	0	0	0	-1
Shouldham Youth FC	2021/22	1	2	3	2	3	11
	2024/25	1	3	4	3	3	14
	Change	0	+1	+1	+1	0	+3
Snettisham FC	2021/22	1	0	1	0	0	2
	2024/25	0	0	1	0	0	1
	Change	-1	0	0	0	0	-1
South Creak FC	2021/22	1	0	0	0	0	1
	2024/25	1	0	0	0	0	1
	Change	0	0	0	0	0	0
Terrington Tigers Youth FC	2021/22	2	5	5	3	4	20
	2024/25	3	5	5	4	4	22
	Change	+1	0	0	+1	0	+2
The Wanderers FC	2021/22	0	0	0	0	0	0
	2024/25	1	1	0	0	0	2
	Change	+1	+1	0	0	0	+2
The Woottons FC	2021/22	3	5	2	1	1	12
	2024/25	4	5	3	2	2	16
	Change	+1	0	+1	+1	+1	+4
Upwell Town FC	2021/22	2	0	0	0	0	2
	2024/25	0	2	2	2	1	7
	Change	-2	+2	+2	+2	+1	+5
Walpole Community YFC	2021/22	0	0	0	0	1	1
	2024/25	0	0	0	0	1	1
	Change	0	0	0	0	0	0

<i>Club</i>	<i>Year/change</i>	<i>Adult teams</i>	<i>Youth (11v11)</i>	<i>Youth (9v9)</i>	<i>Mini (7v7)</i>	<i>Mini (5v5)</i>	<i>TOTAL</i>
Watlington Sp. & Soc. Club	2021/22	2	2	1	2	2	9
	2024/25	4	2	1	2	2	11
	Change	+2	0	0	0	0	+2
West Lynn FC	2021/22	0	0	0	0	0	0
	2024/25	1	2	1	1	0	5
	Change	+1	+2	+1	+1	0	+5
West Winch William Burt FC	2021/22	2	2	3	1	2	10
	2024/25	1	2	2	1	1	7
	Change	-1	0	-1	0	-1	-3
Wisbech Town FC	2021/22	4	1	0	0	0	5
	2024/25	4	1	0	0	0	5
	Change	0	0	0	0	0	0

The key expressed demand issues are as follows:

- **Team numbers:** 59 men's teams, three women's teams, 58 youth male (11v11) teams, nine youth female (11v11) teams, 40 youth male (9v9) teams, 11 youth female (9v9) teams, 47 mixed mini-soccer (7v7) teams and 43 mixed mini-soccer (5v5) teams play in Kings Lynn and West Norfolk.
- **England Football accreditation:** 26 clubs in Kings Lynn and West Norfolk have achieved the FA's quality-assured England Football Accredited status. In terms of teams, 85.9% (232 out of 270) are part of an England Football Accredited club in Kings Lynn and West Norfolk, compared with the national average of 81.1%. This means that the benefits of belonging to an accredited club with formalised safeguarding procedures and qualified coaches is enjoyed by all youth and mini-soccer players in the borough.
- **Women and girl's football:** Women and girl's football has grown rapidly in the borough, with three adult women's teams, nine youth 11v11 teams and 11 youth 9v9 teams, although it is still below the levels in other parts of the county.

5.3.2 Expressed demand trends

The trend in team numbers in Kings Lynn and West Norfolk between season 2021/22 and season 2024/24 is as follows:

Table 13: Changes in football team numbers in Kings Lynn and West Norfolk

<i>Age group and gender</i>	<i>Teams 2021/22</i>	<i>Teams 2024/25</i>	<i>+/-</i>	<i>% +/-</i>
Adult male	62	59	-7	-4.8%
Adult female	2	3	+1	+50%
Youth 11v11 male	51	58	+7	+13.7%
Youth 11v1 female	0	9	+9	-
Youth 9v9 male	36	40	+4	+11.1%
Youth 9v9 female	1	11	+10	+1,100%
Mini 7v7 mixed	34	47	+13	+38.2%
Mini 5v5 mixed	33	43	+10	+30.3%
KL & WEST NORFOLK	219	270	+51	+23.3%

5.3.3 Displaced demand

Displaced demand relates to play by teams or other users of football pitches from within the study area which takes place outside of the area, or vice versa.

- **Imported demand from external clubs:** Five teams from outside the borough play their 'home' games at pitches in Kings Lynn and West Norfolk.
- **Exported demand from internal clubs:** No teams from Kings Lynn and West Norfolk play their 'home' games at pitches outside the borough.

The net effect of displaced demand for match pitches in Kings Lynn and West Norfolk is five imported teams.

5.3.4 Unmet demand

Unmet demand takes a number of forms:

- Teams may have access to a pitch for matches but nowhere to train or vice versa.
- Pitches of a particular size or type may be unavailable to the community.
- The poor quality and consequent limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

The clubs' survey revealed some evidence of unmet demand.

- **Waiting list:** Only one club has a membership waiting list.
- **Extra pitch needs:** Twelve clubs have unmet demand for additional match pitches.
- **Extra training needs:** Thirteen clubs have unmet demand for additional floodlit, all-weather training pitches.

5.3.5 Latent demand

Whereas unmet demand is known to exist, latent demand is demand that evidence suggests may be generated from a population if they had access to more or better provision. Given the recent rapid growth in the game in the borough, there is no evidence of any latent demand.

5.4 Football pitch supply in Kings Lynn and West Norfolk

5.4.1 Introduction

This section summarises the detail of football pitch supply in Kings Lynn and West Norfolk. The pitches included in the analysis are defined as natural or artificial turf areas permanently laid out with regulation markings, with the following dimensions as specified in the FA's 'Guide to Pitch Dimensions' (2013):

Table 14: Football pitch standard dimensions

Pitch Type	Pitch length	Pitch width	Size including run-offs
Adult football	100m	64m	106m x 70m
Youth football 11v11 (U17-U18)	100m	64m	106m x 70m
Youth football 11v11 (U15-U16)	91m	55m	97m x 61m
Youth football 11v11 (U13-U14)	82m	50m	88m x 56m
Youth football 9v9 (U11-U12)	73m	46m	79m x 52m
Mini-soccer 7v7 (U9-U10)	55m	37m	61m x 43m
Mini-soccer 5v5 (U7-U8)	37m	27m	43m x 33m
'3G' Football Turf Pitch	100m	64m	106m x 70m

5.4.2 Full-sized '3G' football turf pitches

There is one full-sized '3G' football turf pitch in the borough which is on the FA's '3G' Pitch Register. A '3G' surface is created using a blend of grass-like fibres attached to a special backing. Unlike older style synthetic pitches which were filled with sand, 3G pitches are filled with sand as well as rubber granules. The rubber helps to keep the turf pile upright and makes the surface less abrasive.

Table 15: Full-sized '3G' football turf pitches in Kings Lynn and West Norfolk

Site	Address	Dimensions	Floodlit	Built	Sub-area
Alive Lynnsport	Greenpark Avenue, King's Lynn PE30 2NB	101m x 69m	Yes	2011	Kings Lynn

5.4.3 Small-sided '3G' football turf pitches

The following small-sided pitches are available for community use. None of the pitches are on the FA's '3G' Pitch Register and therefore they can only be used for training purposes:

Table 16: Small-sided '3G' football turf pitches in Kings Lynn and West Norfolk

Site	Address	Dimensions	Floodlit	Built	Sub-area
Eagles Golf Centre	School Road, Tilney PE34 4RS	35m x 32m	Yes	2019	Kings Lynn
Station Road Playing Field	Station Road, Heacham PE32 7EX	58m x 33m	Yes	2019	Hunstanton

5.4.4 Other full-sized artificial turf pitches used for football

The following all-weather pitches are available for community use and have some football use:

Table 17: Other artificial grass pitches used for football in Kings Lynn and West Norfolk

Site	Address	Dimensions	Surface	Floodlit	Built	Sub-area
Lynnsport Pitch 1	Greenpark Avenue, Kings Lynn PE30 2NB	99m x 62m	Sand-dressed	Yes	2018	Kings Lynn
Lynnsport Pitch 2	Greenpark Avenue, Kings Lynn PE30 2NB	99m x 62m	Sand-dressed	Yes	2018	Kings Lynn

5.4.5 Grass football pitches

Provision of grass pitches with regulation line markings and goalposts for organised football are as follows. Pitches overmarked on other pitches are shown in brackets:

- **Available for community use and used:**

Table 18: Grass football pitches with community use and used in Kings Lynn and West Norfolk

Site	Address	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Sub-area
Castle Acre Playing Field	St. James Green, Castle Acre PE32 2BD	1	-	-	-	-	Downham Market
Clenchwarton Recreation Ground	Main Road, Clenchwarton PE34 4DT	2	-	1	1	1	Kings Lynn
Denver Playing Fields	Nightingale Walk, Denver PE38 0DS	1	1	-	1	-	Downham Market
Docking Playing Field	Bradmere Road, Docking PE31 8NQ	2	-	-	1	-	Hunstanton
Feltwell Playing Field	Paynes Lane, Feltwell IP26 4BB	1	1	-	-	-	Downham Market
Fenland Stadium	Lynn Road, Walsoken PE14 7AL	2	-	-	-	-	Downham Market
Gayton Playing Field	Lime Kiln Road, King's Lynn PE32 1QT	1	-	-	-	-	Kings Lynn
Holly Meadows School	Vong Lane, King's Lynn PE32 1BW	-	1	1	1	-	Kings Lynn
Ingoldisthorpe Playing Field	The Drift, Ingoldisthorpe PE31 6NW	1	-	-	-	-	Hunstanton
KGV Playing Field, Shouldham	Fairstead Drove, Shouldham PE33 0DL	1	-	1	(1)	2	Downham Market
Kingsway Playing Field	Edward Benefer Way, King's Lynn PE30 2HY	2	-	1	1	-	Kings Lynn
Leonard Towler Playing Field	Mill Road, Wiggenhall St. Germans PE34 3HL	1	-	-	-	-	Kings Lynn
Marshland St. James Playing Field	Smeeth Road, Marshland St. James PE14 8ES	2	-	1	(1)	1	Downham Market
Memorial Playing Field	Lynn Road, Downham Market PE38 9QE	2	-	-	-	-	Downham Market
Northwold Sports and Social Club	Hovells Lane, Northwold IP26 5LX	1	-	-	-	-	Downham Market
Old Hunstanton Sports Pavilion	Old Hunstanton Road, Hunstanton PE36 6HH	1	-	-	-	-	Hunstanton
Outwell Playing Fields	Wisbech Road, Outwell PE14 8PF	1	-	1	1	(1)	Downham Market
River Lane Playing Field	Greenpark Avenue, King's Lynn PE30 2NB	2	-	1	1	1	Kings Lynn
Rouses Lane Playing Field	Rouses Lane, Downham Market PE38 9AN	1	-	1	2	1	Downham Market

<i>Site</i>	<i>Address</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Sub-area</i>
Snettisham Memorial Playing Field	Old Church Road, Snettisham PE31 7LX	1	-	1	-	-	Hunstanton
South Creake Playing Fields	Back Lane, South Creake NR21 9PP	1	-	-	-	-	Hunstanton
Station Road Playing Fields	Station Road, Heacham PE31 7EX	1	1	1	1	1	Hunstanton
St. Clements High School	Churchgate Way, Terrington St. Clement PE34 4LZ	1	1	-	-	-	Kings Lynn
Terrington Memorial Playing Field	Churchgate Way, Terrington St. Clement PE34 4PG	1	1	1	(1)	(1)	Kings Lynn
The Pastures	Manor Road, Dersingham PE31 6LN	2	1	2	1	-	Hunstanton
The Walks Stadium	Tennyson Road, Kings Lynn PE30 5PB	1	-	-	-	-	Kings Lynn
Tottenham Playing Fields	Whin Common Road. Tottenham PE33 0RS	1	-	-	-	-	Kings Lynn
Upwell Playing Field	New Road, Upwell PE14 9AB	1	-	-	-	-	Downham Market
Walpole St. Andrew Community Centre	Summer Close, Walpole St. Andrew PE14 7JW	1	-	-	1	(1)	Downham Market
Watlington Recreation Ground	Church Road, Watlington PE33 0HE	1	-	-	1	1	Downham Market
West Lynn Playing Field	St. Peter's Road, Kings Lynn PE34 3LB	1	-	1	(1)	1	Kings Lynn
William Burt Community Complex	Watering Lane, Kings Lynn PE33 0JY	-	1	1	1	1	Kings Lynn
Wootton Park	Cranmer Avenue Kings Lynn PE30 3QW	2	-	1	1	-	Kings Lynn
TOTALS	-	40	8	15	14(4)	10(2)	-

- **Available for community use and not used:**

Table 19: Grass football pitches with community use and not used in Kings Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Sub-area</i>
Bircham Newton Training Centre	B1155, Bircham Newton PE31 6RH	2	-	-	-	-	Hunstanton
Brancaster Playing Fields	Cross Lane, King's Lynn PE31 8AE	1	-	-	-	-	Hunstanton
Burnham Market Playing Field	Station Road, Burnham Market PE31 8HA	1	-	-	-	-	Hunstanton
Castle Rising Playing Field	Old Hunstanton Road, Castle Rising PE31 6DZ	1	-	-	-	-	Kings Lynn
Cross Lane Playing Fields	Cross Lane, Stanhoe PE31 8PS	1	-	-	-	-	Hunstanton
East Rudham Playing Field	School Road, East Rudham PE31 8GN	1	-	-	-	-	Hunstanton

<i>Site</i>	<i>Address</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Sub-area</i>
Emneth Playing Field	Hungate Road, Emneth PE14 8DE	2	2	2	-	-	Downham Market
Flitcham Playing Field	Abbey Road, Flitcham PE31 6BT	1	-	-	-	-	Hunstanton
Great Massingham Playing Field	Station Road, Great Massingham PE32 2HU	1	-	-	-	-	Hunstanton
Hockwold Playing Field	Main Street, Hockwold IP26 4LW	-	-	-	-	1	Downham Market
Hovells Lane Recreation Ground	Hovells Lane, Northwold IP26 5LX	1	-	-	-	-	Downham Market
Hunstanton Recreation Ground	Greevegate, Hunstanton PE36 6AE	1	-	-	-	-	Hunstanton
Marham Coronation Playing Field	The Street, Marham PE33 9JQ	1	-	-	-	-	Downham Market
Methwold Recreation Ground	Crown Street, Methwold IP26 4NR	1	-	-	-	-	Downham Market
North Creake Playing Field	Dunns Lane, North Creake NR21 9JX	-	-	-	1	-	Hunstanton
Runcton Holme Recreation Ground	School Road, Runcton Holme PE33 0AQ	1	-	-	-	-	Downham Market
Sedgeford Recreation Ground	Jarvie Close, Sedgeford PE36 5NG	2	-	-	1	-	Hunstanton
Southery Playing Fields	Recreation Drive, Southery PE38 0NB	2	-	-	-	-	Downham Market
Stow Bridge Playing Field	Holme Road, Stow Bridge PE34 3PW	1	-	-	-	-	Downham Market
Thornham Recreation Ground	High Street, Thornham PE36 6LX	1	-	-	-	-	Hunstanton
Three Holes Playing Field	Squires Drove, Three Holes PE14 9JY	1	-	-	-	-	Downham Market
Welney Playing Field	Herne Drove, Welney PE14 9SD	1	-	-	-	-	Downham Market
Wiggenhall St. Mary Magdalen Pl. Field	Park Road, Wiggenhall PE34 3BU	1	-	-	-	-	Downham Market
TOTALS	-	23	2	2	2	1	-

- **Pitches not available for community use:** The following grass pitches on school sites are not available for community use:

Table 20: Grass football pitches not available for community use in Kings Lynn and West Norfolk

Site	Address	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Sub-area
Anthony Curton Primary School	The Chase, Walpole St. Peter PE14 7NG	-	1	-	-	-	Downham Market
Brancaster Primary School	Market Lane, Brancaster PE31 8AB	-	-	-	-	1	Hunstanton
Burnham Market Primary School	Friars Lane, Burnham Norton PE31 8JA	-	-	1	1	1	Hunstanton
Castle Acre Primary School	Back Lane, Castle Acre PE32 2AR	-	-	1	-	-	Downham Market
Clenchwarton Primary School	Main Road, Clenchwarton PE34 4DT	-	1	-	-	-	Kings Lynn
Dersingham Primary School	Admirals Drive, Dersingham PE31 6LR	-	-	2	-	-	Hunstanton
Downham Market Academy	Bexwell Road, Downham Market PE38 9LL	1	1	-	-	4	Downham Market
Eastgate Academy	Littleport Terrace, Kings Lynn, PE30 1QA	-	-	-	1	-	Kings Lynn
Gayton Primary Academy	Lynn Road, Gayton PE32 1PA	-	-	-	1	-	Kings Lynn
Glebe House School	2 Cromer Road Hunstanton PE36 6HW	-	-	1	3	-	Hunstanton
Great Massingham Primary School	Weasenham Road, Great Massingham PE32 2EY	-	-	1	-	-	Hunstanton
Howard Junior School	Parkway, Kings Lynn, PE30 4QJ	-	1	-	-	-	Kings Lynn
Hunstanton Primary School	Collingwood Road, Hunstanton PE36 5DY	-	-	1	1	-	Hunstanton
Ingoldisthorpe Primary School	Sherborne Road, Ingoldisthorpe, PE31 6PE	-	-	-	1	-	Hunstanton
King Edward VII Academy	Gayhood Road. Kings Lynn PE30 2QB	1	-	2	-	1	Kings Lynn
Kings Lynn Academy	Queen Mary Road, Kings Lynn PE30 4QG	4	-	-	2	-	King's Lynn
Litcham School	Church Street, Litcham PE32 2NS	1	1	1	1	2	Hunstanton
Marshland High School	School Road, West Walton PE14 7HA	-	2	-	-	-	Downham Market
North Wootton Academy	Priory Lane, King's Lynn PE30 3PT	-	-	-	3	-	Kings Lynn
RAF Marham	Woodview Road, Marham PE33 9JX	1	1	-	-	-	Downham Market
Reffley Academy	Reffley Lane, Kings Lynn PE30 3SF	-	-	-	4	-	Kings Lynn

<i>Site</i>	<i>Address</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Sub-area</i>
Rudham Primary Academy	School Road, East Rudham PE31 8RF	-	1	-	-	-	Hunstanton
Sandringham and West Newton Primary School	School Road, West Newton PE31 6AX	-	-	-	1	-	Hunstanton
Smithdon High School	Downs Road, Hunstanton PE36 5HY	1	1	1	-	2	Hunstanton
Springwood High School	Queensway, Kings Lynn PE30 4AW	1	1	3	-	-	Kings Lynn
St. Germans Primary School	School Road, Wiggenshall St. Germans PE34 3DZ	-	-	-	1	-	Downham Market
St. Martha's Primary School	Field Lane, King' Lynn PE30 4AY	-	-	-	1	-	Kings Lynn
St. Michael's Primary Academy	Saddlebow Road, Kings Lynn PE30 5BN	-	-	-	1	1	Kings Lynn
South Wootton Junior School	Hall Lane, Kings Lynn, PE30 3JZ	-	-	1	1	-	Kings Lynn
Terrington St. John Primary School	School Road, Terrington St. John PE14 7SG	-	1	-	-	-	Downham Market
Walpole Cross Keys Primary School	Sutton Road, Walpole Cross Keys PE34 4HD	-	-	-	-	1	Kings Lynn
Watlington Primary School	Rectory Lane, Watlington PE33 0HU	-	2	-	-	-	Downham Market
West Lynn Primary School	St Peter's Road, West Lynn PE34 3JL	-	-	-	-	1	Kings Lynn
West Walton Primary School	School Road, West Walton PE14 7HA	-	1	-	-	-	Downham Market
West Winch Primary School	Back Lane, West Winch PE33 0LA	-	1	-	-	-	Downham Market
Whitefriars Primary Academy	Whitefriars Road, King's Lynn PE30 5AH	-	-	1	-	-	Kings Lynn
Wimbotsham and Stow School	Church Rd, Wimbotsham, King's Lynn PE34 3QG	-	-	1	-	-	Downham Market
TOTALS	-	10	16	17	23	14	-

5.4.6 Provision by sub-area

Pitches with community use and used by sub-area are as follows. Over-marked pitches are shown in brackets:

Table 21: Grass football pitches with community use and used by sub-area in Kings Lynn and West Norfolk

<i>Sub-area</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>
Hunstanton and surrounds	9	2	4	3	1
Kings Lynn and surrounds	15	4	8	6(2)	4(1)
Downham Market and Surrounds	16	2	3	5(2)	5(1)
KL & WEST NORFOLK	40	10	15	14(4)	10(2)

5.4.7 Artificial turf pitch quality

The quality of the '3G' football turf pitches in the borough was assessed from site visits, to apply the Non-technical Visual Assessment criteria developed for use in conjunction with the *Playing Pitch Strategy Guidance*. The assessment generates an overall 'score' by evaluating the playing surface, fencing, floodlighting, disability access and changing provision.

Table 22: '3G' football turf pitches in Kings Lynn and West Norfolk: Quality audit

Site	Pitch	Changing	Comments
Alive Lynnsport	Good	Good	The pitch is 'good' quality and the carpet was replaced in 2024. 'Good' quality changing.
Eagles Golf Centre	Good	Good	The small-sided pitch is 'good' quality. Changing provision is adequate.
Station Road Playing Field	Good	Good	The pitch and changing facilities were Football Foundation funded and are both 'good' quality.

5.4.8 Grass pitch quality

The quality of all grass football pitches in Kings Lynn and West Norfolk with community use and used was assessed from site visits during the playing season, to apply the Non-technical Visual Assessment criteria developed by the FA for use in conjunction with the *Playing Pitch Strategy Guidance*. The criteria assessed are as follows. A percentage score and associated ratings are generated as an overall measure of quality:

- **The playing surface:** This includes grass cover, pitch dimensions, gradient, evenness, length of grass, drainage and evidence of any unauthorised use.
- **The changing facilities:** This includes the availability of changing rooms, kitchen and/or bar, the interior and exterior appearance, showering and toilet provision, medical room, disability access and parking arrangements.
- **Grounds maintenance:** This includes the frequency of grass cutting, seeding, aeration, sand-dressing, fertilising, weed killing and chain harrowing.

The ratings for each grass football pitch in Kings Lynn and West Norfolk are below. The percentage scores generated equate to ratings of 'Good' for scores of 100% - 75% (highlighted in green below), 'Standard' for scores of 74.9% - 50% (highlighted in yellow below), 'Poor' for scores of 49.9% - 25% (highlighted in red below) and 'Unsuitable' below 25%:

Table 23: Grass football pitches in Kings Lynn and West Norfolk: Quality audit

Site	Pitches	Pitch	Changing	Comments
Castle Acre Playing Field	Adult pitch	Poor	Standard	'Poor' quality pitch with longstanding drainage issues and 'standard' changing.
Clenchwarton Recreation Ground	Adult pitch 1 Adult pitch 2 Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch	Standard Standard Standard Standard Standard	Standard	'Standard' quality pitches with a floodlit training area. Proposals to provide new changing facilities in a new community centre.

<i>Site</i>	<i>Pitches</i>	<i>Pitch</i>	<i>Changing</i>	<i>Comments</i>
Denver Playing Fields	Adult pitch Youth 11v11 pitch Mini 7v7 pitch	Good Good Good	Good	‘Good’ quality pitches with a floodlit training area. ‘Good’ quality changing.
Docking Playing Field	Adult pitch 1 Adult pitch2 Mini 7v7 pitch	Standard Standard Standard	Standard	‘Standard’ quality pitches and changing facilities.
Feltwell Playing Field	Adult pitch Youth 11v11 pitch	Good Good	Good	‘Good’ quality pitches and changing.
Fenland Stadium	Stadium pitch Adult pitch	Good Good	Good	‘Good’ quality stadium and training pitches and changing.
Gayton Playing Field	Adult pitch	Poor	Poor	‘Poor’ quality pitch with chafer bug problems and ‘poor’ changing.
Holly Meadows School	Youth 11v11 pitch Youth 9v9 pitch Mini 7v7 pitch	Standard Standard Standard	Standard	Pitches at the lower end of ‘standard’ quality with some chafer bug problems and ‘standard’ changing facilities.
Ingoldisthorpe Pl. Field	Adult pitch	Good	Good	‘Good’ quality pitches and changing.
KGV Playing Field, Shouldham	Adult pitch Youth 9v9 pitch (Mini 7v7 pitch) Mini 5v5 pitch1 Mini 5v5 pitch 2	Standard Standard Standard Standard Standard	Poor	‘Standard’ quality pitches with and additional floodlit training area. ‘Poor’ quality ‘portacabin-style’ changing facilities.
Kingsway Playing Field	Adult pitch 1 Adult pitch 2 Youth 9v9 pitch Mini 7v7 pitch	Standard Standard Standard Standard	Standard	‘Standard’ quality pitches and changing facilities.
Leonard Towler Playing Field	Adult pitch	Standard	Standard	‘Standard’ quality pitches and changing facilities.
Marshland St. James Playing Field	Adult pitch 1 Adult pitch 2 Youth 9v9 pitch (Mini 7v7 pitch) Mini 5v5 pitch	Standard Standard Standard Standard Standard	Good	Pitches at the lower end of ‘standard’ quality. ‘Good’ quality changing.
Memorial Playing Field, Downham Market	Stadium pitch Adult pitch	Good Standard	Standard	Stadium pitch is ‘good’ quality, training pitch and changing are ‘standard’ quality.
Northwold Sports and Social Club	Adult pitch	Standard	Standard	‘Standard’ quality pitches and changing facilities in social club.
Old Hunstanton Sports Pavilion	Adult pitch	Standard Standard	Standard	‘Standard’ quality sloping pitch with ‘standard’ quality changing.
Outwell Playing Fields	Adult pitch Youth 9v9 pitch Mini 7v7 pitch (Mini 5v5 pitch)	Standard Standard Standard Standard	Standard	Pitches at the lower end of ‘standard’ quality. ‘Standard’ changing in the village hall.
River Lane Playing Field	Adult pitch 1 Adult pitch 2 Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch	Poor Poor Poor Poor Poor	Good	‘Poor’ quality pitches with drainage problems. ‘Good’ quality changing facilities.

<i>Site</i>	<i>Pitches</i>	<i>Pitch</i>	<i>Changing</i>	<i>Comments</i>
Rouses Lane Playing Field	Adult pitch Youth 9v9 pitch Mini 7v7 pitch 1 Mini 7v7 pitch 2 Mini 5v5 pitch	Standard Standard Standard Standard Standard	None	‘Standard’ quality pitches, with no on-site changing.
Snettisham Memorial Playing Field	Adult pitch Youth 9v9 pitch	Good Good	Standard	‘Good’ quality pitches on cricket outfield and ‘standard’ changing facilities.
South Creake Playing Field	Adult pitch	Standard	Good	‘Standard’ quality pitches with ‘good’ changing facilities.
Station Road Playing Field	Adult pitch Youth 11v11 pitch Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch	Good Good Good Good Good	Good	‘Good’ quality pitches and changing facilities, funded by the Football Foundation.
St. Clements High School	Adult pitch Youth 11v11 pitch	Standard Standard	None	‘Standard’ quality pitches. No changing facilities for community hirers.
Terrington Memorial Playing Field	Adult pitch Youth 11v11 pitch Youth 9v9 pitch (Mini 7v7 pitch) (Mini 5v5 pitch)	Good Good Good Good Good	Good	‘Good’ quality pitches and changing facilities.
The Pastures	Adult pitch 1 Adult pitch 2 Youth 11v11 pitch Youth 9v9 pitch 1 Youth 9v9 pitch2 Mini 7v7 pitch	Good Good Good Good Good Good	Standard	‘Good’ quality pitches which benefitted from Football Foundation Grass Pitch Maintenance Fund with changing at the lower end of ‘standard’ quality.
The Walks Stadium	Stadium pitch	Good	Good	‘Good’ quality stadium pitch and changing.
Tottenham Playing Fields	Adult pitch	Poor	None	‘Poor’ quality pitch, no changing.
Upwell Playing Field	Adult pitch	Standard	Good	‘Standard’ pitch, ‘good’ changing.
Walpole St. Andrew Community Centre	Adult pitch Mini 7v7 pitch (Mini 5v5 pitch)	Good Good Good	Poor	‘Good’ quality pitches with ‘poor’ quality changing.
Watlington Recreation Ground	Adult pitch Mini 7v7 pitch Mini 5v5 pitch	Standard Standard Standard	Poor	Sloping pitches and at the lower end of ‘standard’ quality. ‘Poor’ ‘portacabin - style’ changing with no running water.
West Lynn Playing Field	Adult pitch Youth 9v9 pitch (Mini 7v7 pitch) Mini 5v5 pitch	Good Good Good Good	Poor	‘Good’ quality pitches with ‘poor’ quality changing facilities.
William Burt Community Complex	Youth 11v11 pitch Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch	Poor Poor Poor Poor	Poor	‘Poor’ quality pitches and changing facilities.

<i>Site</i>	<i>Pitches</i>	<i>Pitch</i>	<i>Changing</i>	<i>Comments</i>
Wootton Park	Adult pitch 1	Standard	Standard	Poorly drained pitches at the lower end of 'standard' quality, changing also at the lower end of 'standard'.
	Adult pitch 2	Standard		
	Youth 9v9 pitch	Standard		
	Mini 7v7 pitch	Standard		

5.4.9 Summary of grass pitch quality

The number and percentage of pitches in each quality band is tabulated below. Just over 15% of pitches in the borough are rated as 'poor' quality, with consequent reductions in carrying capacity. Many more suffer from poor drainage and are rated at the lower end of 'standard' quality.

Table 24: Grass football pitches in Kings Lynn and West Norfolk: Quality summary

<i>Pitch type</i>	<i>Good</i>		<i>Standard</i>		<i>Poor</i>	
	<i>Number</i>	<i>%</i>	<i>Number</i>	<i>%</i>	<i>Number</i>	<i>%</i>
Adult 11v11	14	36.8%	18	47.4%	6	15.8%
Youth 11v11	5	62.5%	2	25.0%	1	12.5%
Youth 9v9	6	37.5%	6	37.5%	4	25.0%
Mini-soccer 7v7	6	31.6%	11	57.9%	2	10.5%
Mini-soccer 5v5	4	30.8%	6	53.8%	2	15.4%
TOTAL	36	37.5%	45	46.9%	15	15.6%

5.4.10 Summary of changing facilities quality

The number and percentage of pitches of each type that are served by 'poor' quality or no changing facilities is tabulated below. 22.9% of pitches are served by 'poor' quality or no changing facilities and the adverse impact on such a high proportion of pitch users makes it more difficult to recruit and retain new players, particularly women and girls. A number of changing improvement projects are being developed to address this including KGV (Shouldham), The Pastures (Dersingham), Watlington Recreation Ground and William Burt Community Complex.

Table 25: Grass football pitches in Kings Lynn and West Norfolk: Pitches served by 'poor' quality or no changing

<i>Pitch type</i>	<i>Number</i>	<i>%</i>
Adult 11v11	5	13.2%
Youth 11v11	1	12.5%
Youth 9v9	3	20.8%
Mini-soccer 7v7	6	31.6%
Mini-soccer 5v5	7	58.3%
TOTAL	22	22.9%

5.4.11 Grass pitch maintenance

Football pitch maintenance in the borough is organised as follows:

- **Borough Council-owned pitches:** The council has an in-house grounds maintenance team to undertake football pitch maintenance.

- **Club-managed pitches:** Downham Town FC, Kings Lynn Town FC and Wisbech Town all maintain the pitches they use. This involves a combination of external contractors and volunteer help.
- **Parish Council-owned pitches:** Parish Council's generally employ grounds maintenance contractors to maintain the football pitches they own.
- **Pitches on education sites:** The school sites with community use all employ or contract their pitch maintenance staff.

5.4.12 Pitch hire charges

The cost of hiring grass football pitches in Kings Lynn and West Norfolk and comparisons with other areas are as follows.

Table 26: Grass football pitches: Hire charges in Kings Lynn and West Norfolk and neighbouring areas

Pitch	Cost per match (£)
<i>Kings Lynn and West Norfolk</i>	
Adult pitch	£42
Youth pitch	£16.80
<i>South Holland</i>	
Adult pitch	£42.36
Youth pitch	£24.78
<i>West Suffolk</i>	
Adult pitch	£44
Youth pitch	£25
Mini pitch	£20
<i>East Cambridgeshire</i>	
Adult and youth pitches	£40
<i>Fenland</i>	
Adult pitch	£48.50

The cost of hiring artificial grass football pitches in Kings Lynn and West Norfolk and comparisons with other areas are as follows:

Table 25: '3G' football turf pitches: Hire charges in Kings Lynn and West Norfolk and neighbouring areas

Pitch	Cost per match (£)
Kings Lynn and West Norfolk	
<i>Lynnsport '3G' pitch</i>	
Whole pitch	£87 (match)
One-third pitch	£37 (training)
East Cambridgeshire	
<i>The Hive, Ely</i>	
Full pitch	£65
Half pitch	£32.50
Fenland	
<i>Thomas Clarkson Academy, Wisbech</i>	
Full pitch (Adult)	£57.50
Full pitch (Junior)	£47.50
One-third pitch (Adult)	£32.50
One-third pitch (Junior)	£27.50
West Suffolk	
<i>Skyliner Sports Centre, Bury St. Edmunds</i>	
Whole pitch	£80
Breckland District Council	
<i>Dereham Neatherd High School</i>	
Full pitch (adult)	£80
Full pitch (junior)	£53

The comparison shows that prices in the borough are broadly comparable to neighbouring areas.

5.4.13 Ownership, management and security of access

The ownership, management and security of community access of football pitch sites is detailed below. Security of access refers to the extent to which community use is protected (through public ownership, community use agreements etc.), rather than the security of tenure of specific club users.

Table 26: Grass football pitches in Kings Lynn and West Norfolk: Ownership, management and security of access

Site	Ownership	Management	Access
Castle Acre Playing Field	Castle Acre Parish Council	Castle Acre Parish Council	Secured
Clenchwarton Recreation Ground	Clenchwarton Parish Council	Clenchwarton Parish Council	Secured
Denver Playing Fields	Denver Parish Council	Denver Parish Council	Secured
Docking Playing Field	Docking Parish Council	Docking Parish Council	Secured
Feltwell Playing Field	Feltwell Parish Council	Feltwell Parish Council	Secured
Fenland Stadium	Wisbech Town FC	Wisbech Town FC	Secured
Gayton Playing Field	Gayton Estates	Gayton United FC	Secured
Holly Meadows School	Norfolk County Council	Holly Meadows School	Unsecured
Ingoldisthorpe Playing Field	Ingoldisthorpe Parish Council	Ingoldisthorpe Parish Council	Secured
KGV Playing Field, Shouldham	Shouldham Parish Council	Shouldham Parish Council	Secured

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Access</i>
Kingsway Playing Field	KL&WNBC	KL&WNBC	Secured
Leonard Towler Playing Field	Wiggenhall Parish Council	Wiggenhall Parish Council	Secured
Marshland St. James Playing Field	Marshland St. James Parish Council	Marshland St. James Parish Council	Secured
Memorial Playing Field	KL&WNBC	Downham Sports Federation	Secured
Northwold Sports and Social Club	Northwold Sports and Social Club	Northwold Sports and Social Club	Secured
Old Hunstanton Pavilion	Redgate Rangers FC	Redgate Rangers FC	Secured
Outwell Playing Fields	Outwell Parish Council	Outwell Parish Council	Secured
River Lane Playing Field	KL&WNBC	Alive West Norfolk	Secured
Rouses Lane Playing Field	Downham Town Council	Downham Town Council	Secured
Snettisham Memorial Playing Field	Snettisham Parish Council	Snettisham Parish Council	Secured
South Creake Playing Field	South Creake Parish Council	South Creake Parish Council	Secured
Station Road Playing Field	Heacham Parish Council	Heacham United FC	Secured
St. Clements High School	St. Clements High School	St. Clements High School	Unsecured
Terrington Memorial Playing Field	Terrington Parish Council	Terrington Parish Council	Secured
The Pastures	Sandringham Estate	Dersingham Parish Council	Secured
The Walks Stadium	Kings Lynn Town FC	Kings Lynn Town FC	Secured
Tottenham Playing Fields	Tottenham Parish Council	Tottenham Parish Council	Secured
Upwell Playing Field	Upwell Parish Council	Upwell Parish Council	Secured
Walpole St. Andrew Community Centre	Walpole Parish Foundation and Recreation Trust	Walpole Parish Foundation and Recreation Trust	Secured
Watlington Recreation Ground	Watlington Parish Council	Watlington S&S FC	Secured
West Lynn Playing Field	KL&WNBC	Kings Lynn Soccer Club	Secured
William Burt Complex	West Winch Parish Council	West Winch Parish Council	Secured
Wootton Park	KL&WNBC	KL&WNBC	Secured

The number and proportion of football pitches in Kings Lynn and West Norfolk with community use and used that have secured access is as follows.

Table 27: Grass football pitches in Kings Lynn and West Norfolk: Security of tenure

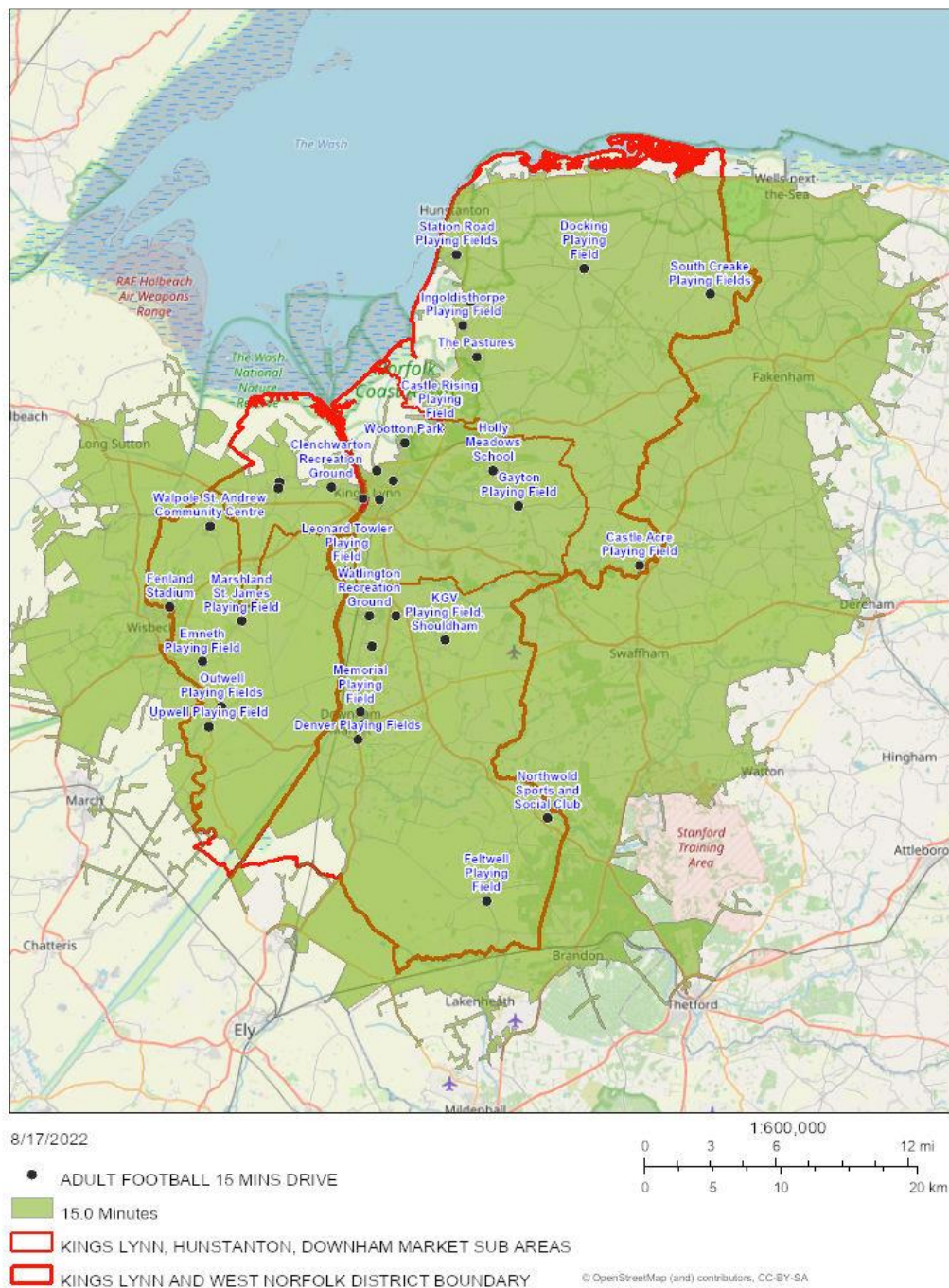
<i>Pitch Type</i>	<i>Secured</i>		<i>Unsecured</i>	
	<i>Number</i>	<i>%</i>	<i>Number</i>	<i>%</i>
Adult football	39	97.5%	1	2.5%
Youth football (11v11)	6	75.0%	2	25.0%
Youth football (9v9)	14	93.3%	1	6.7%
Mini-soccer (7v7)	17	94.4%	1	5.6%
Mini-soccer (5v5)	12	100%	0	0%
TOTALS	88	94.6%	5	5.4%

5.5 Geographical distribution

The geographical distribution of football pitches in Kings Lynn and West Norfolk has been assessed by identifying catchments to illustrate local level accessibility. This is based on the results of the clubs' survey, which identifies 15-minutes travel time as the typical maximum for grass pitches and 20 minutes for full-sized '3G' football turf pitches.

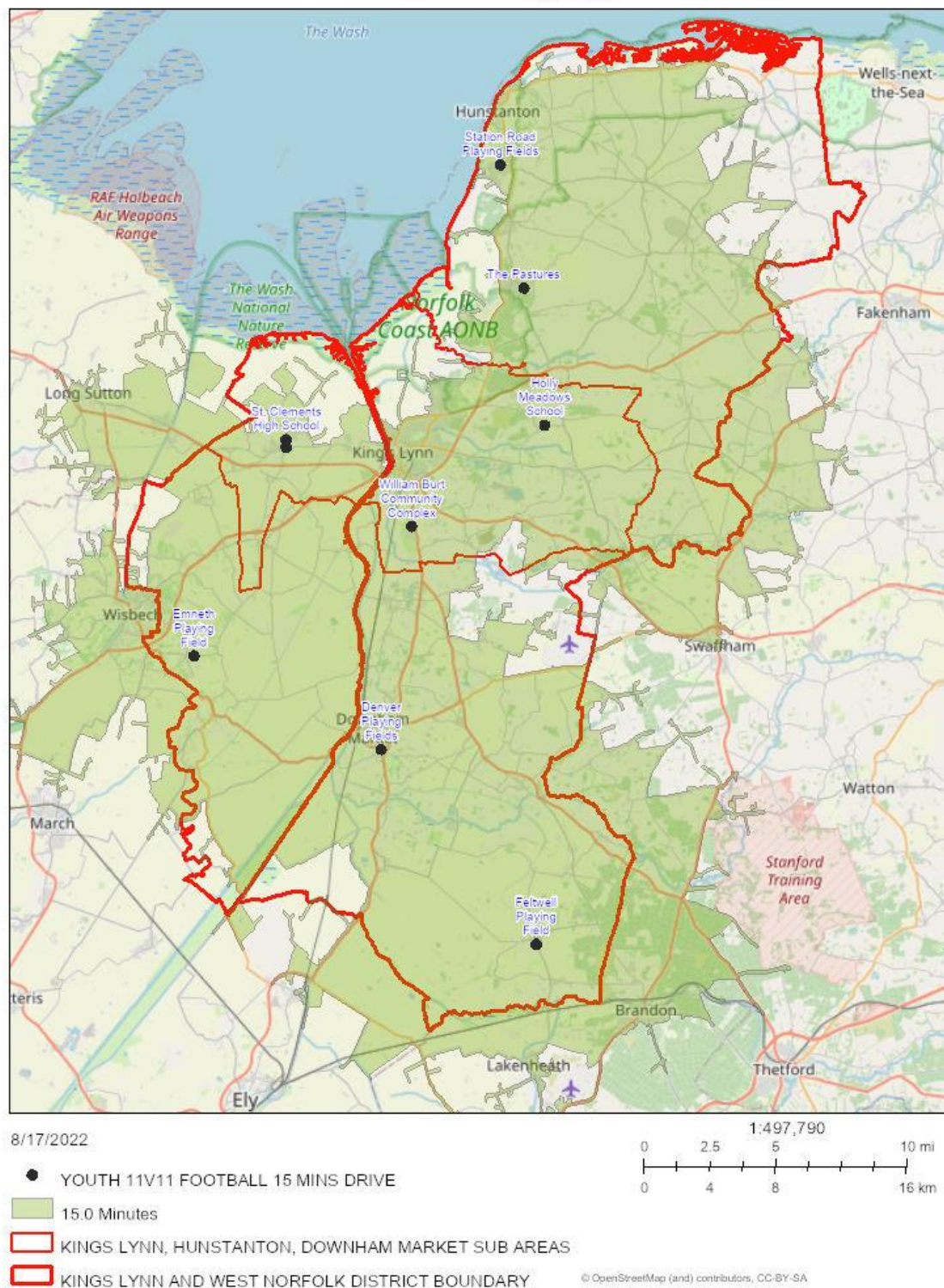
5.5.1 Adult grass pitches

KINGS LYNN & WEST NORFOLK Adult Football 15 Minutes Drive



5.5.2 Youth 11v11 grass pitches

KINGS LYNN & WEST NORFOLK Youth 11V11 Football Pitches 15 Minutes Drive



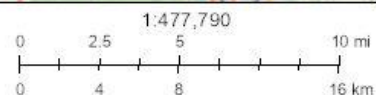
5.5.3 Youth 9v9 grass pitches

KINGS LYNN & WEST NORFOLK Youth 9V9 Football 15 Minutes Drive



8/17/2022

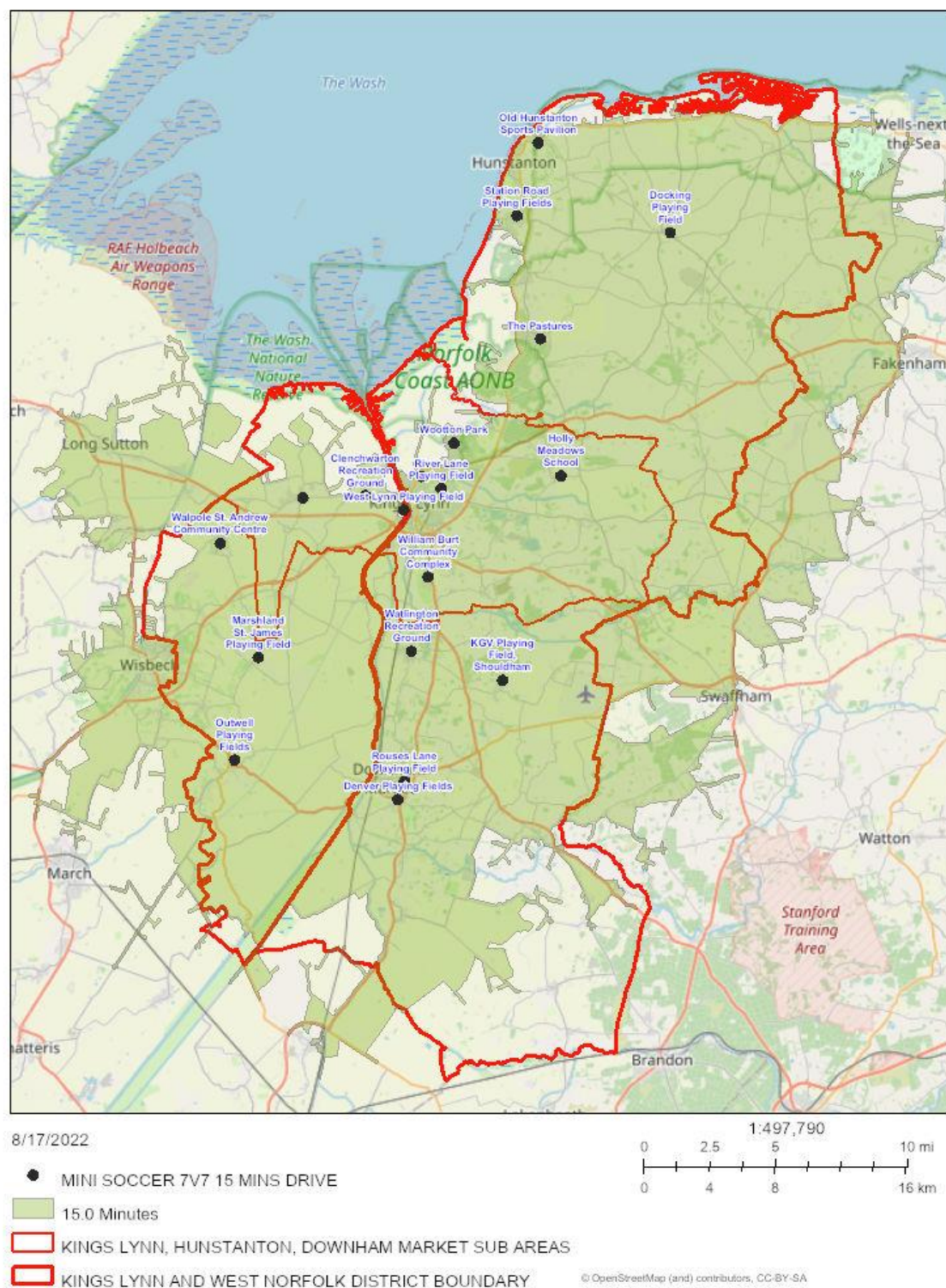
- YOUTH 9V9 FOOTBALL 15 MINS DRIVE
- 15.0 Minutes
- KINGS LYNN, HUNSTANTON, DOWNHAM MARKET SUB AREAS
- KINGS LYNN AND WEST NORFOLK DISTRICT BOUNDARY



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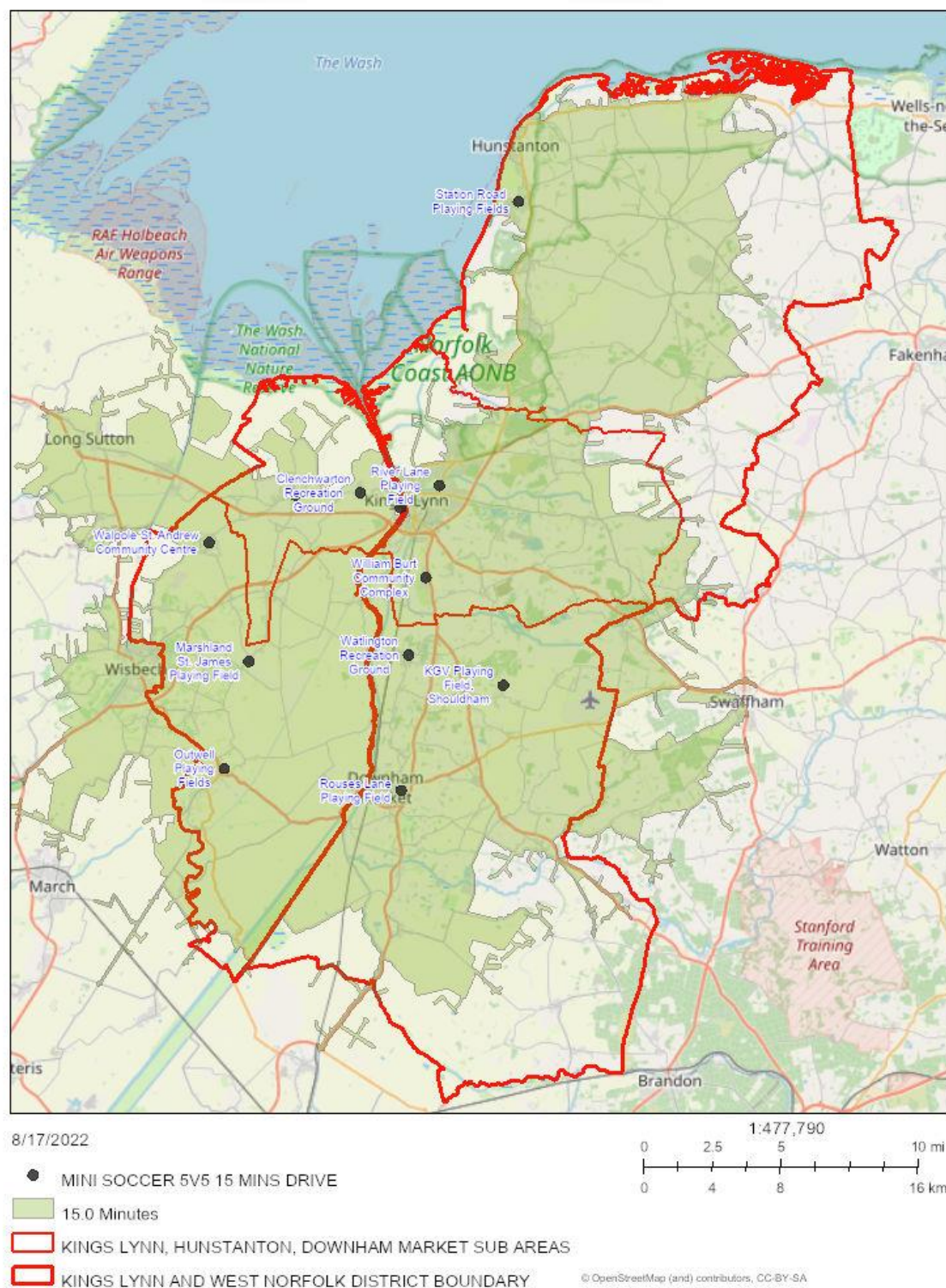
5.5.4 Mini-soccer 7v7 grass pitches

KINGS LYNN & WEST NORFOLK Mini Soccer 7v7 Pitches 15 Minutes Drive



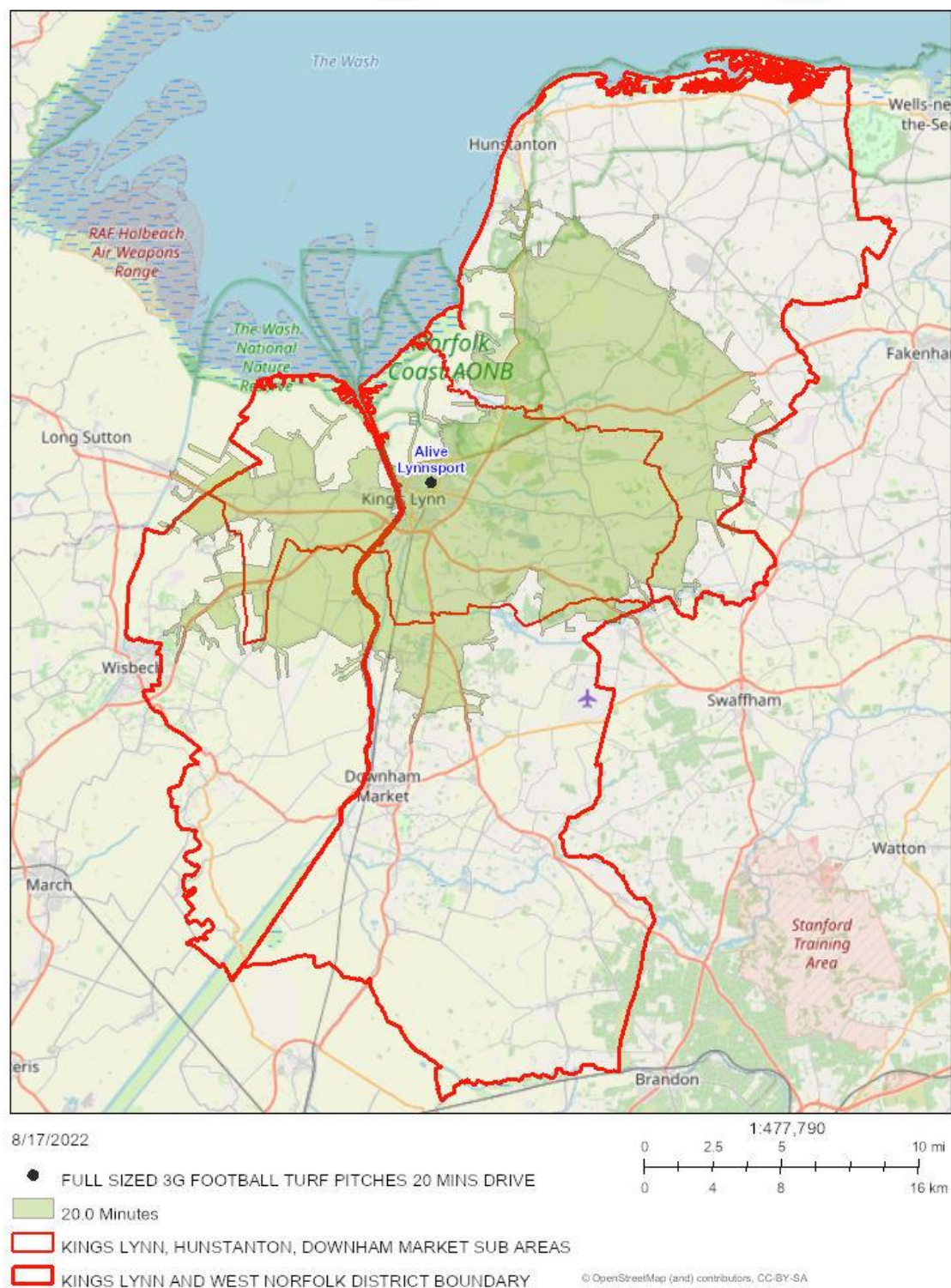
5.5.5 Mini-soccer 5v5 grass pitches

KINGS LYNN & WEST NORFOLK Mini Soccer 5V5 Pitches 15 Minutes Drive



5.5.6 Full-sized '3G' football turf pitches

KINGS LYNN & WEST NORFOLK Full Sized 3G Football Turf Pitches 20 Minutes Drive



5.5.7 Small-sided '3G' football turf pitches

KINGS LYNN & WEST NORFOLK - Small Sided 3G Football Turf Pitches 20 Minutes Drive



5.6 The views of local stakeholders

5.6.1 Norfolk FA

Consultation with the Norfolk FA highlighted that:

- **Local Football Facility Plan:** The LFFP was produced in 2020 and is currently being reviewed in the light of the PPS findings.
- **'3G' football turf pitches:** A key local issue is the shortage of '3G' football turf pitches.
- **Grass pitch quality:** Many of the grass pitches in the district have poor quality drainage (and consequent reductions in usage capacity).
- **Changing facilities:** The quality of changing is poor at several key sites.
- **Disability football:** There are two football teams/sessions in the borough specifically for people with a disability. It is a priority of the County FA to sustain this.
- **Women and girls football:** FA Wildcats girls football centres provide the first step on the recreational pathway, the programme provides girls aged 5-11 with regular opportunities to play football in a fun and engaging environment. Kings Lynn and West Norfolk has one FA Wildcats girls football centre and the priority is to grow and sustain this activity. The number of female teams in the borough is lower than local areas of a similar size. The County FA's priority is to support existing clubs to grow and encourage more clubs to develop playing opportunities for females. There is no local women and girls' league in the borough, so teams compete in the Norfolk Women and Girls Football League, which involves additional travel.
- **Recreational football:** Recreational football is played where facilities are typically booked and there might be someone to help organise. Examples include FA 'Just Play' sessions, walking football and casual pitch hire for small-sided match play. There are currently no FA Just Play centres in Kings Lynn and West Norfolk. Walking football and Just Play are County FA priorities for further growth and development.
- **Informal football:** Informal football is played in local parks and green spaces - it is free, open access and often played spontaneously (normal clothing is worn). Common examples include a kick-about at a local park or on a multi-use games area (MUGA.) Currently, informal football in Kings Lynn and West Norfolk is played particularly in the central part of the local authority. Lynnsport, The Walks, and River Lane Playing Fields are key heavily used site locations.

5.6.2 Local football clubs

Alive Kings Lynn Community Football: The club made the following comments:

- 'We would like to increase our membership and add girls only teams. We currently run mixed teams as appropriate'.
- 'We offer an Ability Counts session for those with disabilities and walking football for those over the age of 50 years'.

- ‘We are hoping to increase our teams and add new girls teams and a further adult team but this will be dependent on facility availability. KLWN and Alive Lynnsport in particular would benefit from another 3G pitch’.

Birchwood FC: The club made the following comments:

- ‘There are few council owned pitches in West Norfolk and the ones available are very poor in quality. The pitches at River Lane are ruined by November’.
- ‘There is a major issue with training pitch facilities in Kings Lynn. This leaves local clubs with a lack of resources at peak times’.

Gayton United FC: The club made the following comments:

- ‘Our pitch has been attacked by chafer grubs. We have done some work but if they reappear we might have to relocate’.
- ‘We have struggled financially due to the high cost of renting pitches’.

Holly Meadows Youth FC: The club commented that ‘our training area has deteriorated significantly and we’ve been unable to use it on approximately 6 weeks due to conditions in the wet. Very difficult to find alternatives for one-offs or short duration bookings for a few weeks’.

Kings Lynn Soccer Club: The club made the following comments:

- ‘We are desperate to find a ground that we can turn into pitches as we are currently being out priced by local authority pitches. The cost is not sustainable at £17 per game for youth pitches and £60 for 11-a-side pitches. Due to the costs involved we are looking to downsize the club meaning less participation for local children and adults’.
- ‘We would like our own facilities to operate as a club. There is adequate land provision in the area and we with a tenancy we could seek support from funding initiatives to ensure we have pitches that are of good quality and keep the club sustainable’.

Terrington Tigers FC: The club commented that ‘we have too many teams for the number of pitches available to us’.

Walpole Community Youth FC: The club commented that ‘Tilney St Lawrence playing field is used for winter training under poor floodlights’.

Watlington Sports and Social FC: The club made the following comments:

- ‘We are planning to build a new Pavilion with changing and showering facilities to meet FA requirements’.
- ‘We have one full-sized pitch so have to use neighbouring village pitch. Also our training pitch becomes unusable in the winter months and we struggle to find available artificial/indoor pitches for training’.
- ‘We need more all-weather pitches for winter training as facilities at Lynnsport are always fully booked up during winter months’.

West Winch Junior FC: The club commented that ‘we are short of training facilities, especially for Winter. This prohibits growth greatly’.

5.7 Changes since 2023

There have been a number of significant changes since 2023:

- The total number of football teams in the borough has grown from 219 to 270, a 23.3% increase.
- Women and girl’s football has grown rapidly in the borough, with three adult women’s teams, nine youth 11v11 teams and 11 youth 9v9 teams, although it is still below the levels in other parts of the county.
- A number of options are currently being considered for additional ‘3G’ pitch provision, with a view to providing a total of three pitches (two in the Kings Lynn sub-area, including one in the west of the area) and one in the Downham Market sub-area.

5.8 The implications for football in Kings Lynn and West Norfolk

Analysis of local supply of football pitches in Kings Lynn and West Norfolk indicates the following:

- **Local clubs:** There is a strong network of England Football Accredited clubs in Kings Lynn and West Norfolk, providing high quality coaching and playing opportunities, although women and girl’s football is developing rapidly locally.
- **Unmet demand:** Consultation with local clubs indicated that a total of 44 additional teams of all age groups could be accommodated in Kings Lynn and West Norfolk if the quality and quantity of pitch provision was improved, an increase of 16.3% from the number of existing teams.
- **Grass pitch supply:** An examination of grass pitch supply suggests that there are some site-specific pinch points.
- **Grass pitch quality:** 15.6% of pitches in the borough are rated as ‘poor’ quality, with consequent reductions in carrying capacity. Several more are rated at the lower end of ‘standard’ quality.
- **Changing facilities:** 22 pitches in the district (22.9%) are served by ‘poor’ quality or no changing facilities. A number of changing improvement projects are being developed to address this, including Snettisham Memorial Playing Field, The Pastures (Dersingham) and Watlington Recreation Ground.
- **‘3G’ football turf pitches:** There is only one full-sized ‘3G’ pitch in Kings Lynn and West Norfolk, but many local clubs have identified the lack of floodlit, all-weather pitches as an impediment to the development of the game locally. Based upon the FA calculation that there should be one full-sized ‘3G’ pitch per 38 teams, there should be 7.11 pitches in the borough.

- **Secured community use:** 5.4% of the pitches with community use and used are on sites without secured use, meaning that in theory community use could be rescinded at any time. Measures to secure community use at education sites, such as formal Community Use Agreements, would therefore be advisable.

5.8 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which football facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- Football has wide appeal to a large cross-section of the community, although adult team numbers in the rural parts of the borough have fallen significantly in recent years.
- Investment in floodlit, all-weather '3G' pitches will be required to maximise the ability of the sport to provide good-quality training opportunities.

5.8 Assessment of current needs

5.8.1 Introduction

To assess whether the current supply of pitches is adequate to meet existing demand an understanding of the situation at all sites available to the community needs to be developed. This is achieved by providing a brief overview for each site, which comprises:

- A comparison between the carrying capacity of a site with how much demand currently takes place there. The carrying capacity of a site is defined as the amount of play it can regularly accommodate without adversely affecting its quality and use. Demand is defined in terms of the number of 'match equivalent sessions' at each site. A 'match equivalent session' represents the wear and tear on a pitch equivalent to a formal match, so the impact of training sessions and unauthorised use can also be accounted for.
- An indication of the extent to which pitches are being used during their peak periods.

The site overviews identify the extent to which pitches are:

- **Being overplayed:** Where use exceeds the carrying capacity (highlighted in red in the tables below).
- **Being played to the level the site can sustain:** Where use matches the carrying capacity (highlighted in yellow in the tables below).
- **Potentially able to accommodate some additional play:** Where use falls below the carrying capacity (highlighted in green in the tables below).

In line with FA guidance, the following assumptions have been made in relation to the number of weekly match equivalents that can be accommodated by different quality pitches:

Table 28: Grass football pitches standard carrying capacity

<i>Pitch type</i>	<i>Good quality</i>	<i>Standard quality</i>	<i>Poor quality</i>
Adult	3	2	1
Youth 11v11	4	2	1
Youth 9v9	4	2	1
Mini-soccer 7v7	6	4	2
Mini-soccer 5v5	6	4	2

5.8.2 Adult pitches

Table 29: Adult football pitches in Kings Lynn and West Norfolk: Supply - demand balance

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Castle Acre Playing Field	1	Castle Acre Swifts FC	1.0	2.0	-1.0	1.0	1.0	Balanced
Clenchwarton Recreation Ground	2	Clenchwarton FC	4.0	4.0	Balanced	2.0	2.0	Balanced
Denver Playing Fields	1	Denver FC	3.0	1.0	+2.0	1.0	1.0	Balanced
Docking Playing Field	2	Docking Rangers FC	4.0	3.0	+1.0	2.0	2.0	Balanced
Feltwell Playing Field	1	Feltwell United FC	3.0	3.0	Balanced	1.0	1.0	Balanced
Fenland Stadium	2	Wisbech Town FC	6.0	4.0	+2.0	2.0	2.0	Balanced
Gayton Playing Field	1	Gayton United FC	1.0	2.0	-1.0	1.0	2.0	-1.0
Ingoldisthorpe Playing Field	1	Ingoldisthorpe FC	3.0	2.0	+1.0	1.0	1.0	Balanced
KGV Playing Field, Shouldham	1	Shouldham Youth FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Kingsway Playing Field	2	Kings Lynn Soccer Club	4.0	4.0	Balanced	2.0	2.0	Balanced
Leonard Towler Playing Field	1	AFC Lynn Napier	2.0	2.0	Balanced	1.0	1.0	Balanced
Marshland St. James Playing Field	2	Marshland Saints FC	4.0	2.0	+2.0	2.0	1.0	+1.0
Memorial Playing Field	2	Downham Town FC	5.0	5.0	Balanced	2.0	2.0	Balanced
Northwold Sports and Social Club	1	Northwold FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Old Hunstanton Playing Field	1	FC St. Edmund's Hunstanton	2.0	1.0	+1.0	1.0	1.0	Balanced
Outwell Playing Field	1	CSKA Emneth	2.0	2.0	Balanced	1.0	1.0	Balanced
River Lane Playing Field	2	FC Abru' Town Gaywood FC Reffley Youth FC The Wanderers FC	2.0	2.0	Balanced	2.0	2.0	Balanced
Rouses Lane Playing Field	1	Downham Town FC	2.0	2.0	Balanced	1.0	1.0	Balanced

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Snettisham Memorial Playing Field	1	No recorded use	3.0	0.0	+3.0	1.0	0.0	+1.0
South Creake Playing Fields	1	South Creake FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Station Road Playing Fields	1	Heacham FC	3.0	2.0	+1.0	1.0	2.0	-1.0
St. Clements High School	1	Terrington Tigers Youth FC St. Clements High School	2.0	2.0	Balanced	1.0	1.0	Balanced
Terrington Memorial Playing Field	1	Terrington Tigers Youth FC	3.0	3.0	Balanced	1.0	1.0	Balanced
The Pastures	2	Dersingham Rovers FC	6.0	4.0	+2.0	2.0	2.0	Balanced
The Walks Stadium	1	Kings Lynn Town FC	3.0	3.0	Balanced	1.0	1.0	Balanced
Tottenhill Playing Fields	1	West Winch William Burt FC	1.0	1.0	Balanced	1.0	1.0	Balanced
Upwell Playing Field	1	Upwell Town FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Walpole St. Andrew Community Centre	1	No recorded use	3.0	0.0	+3.0	1.0	0.0	+1.0
Watlington Recreation Ground	1	Watlington Sports & Social Club	2.0	2.0	Balanced	1.0	2.0	-1.0
West Lynn Playing Field	1	Kings Lynn Soccer Club West Lynn FC	3.0	3.0	Balanced	1.0	2.0	-1.0
Wootton Park	2	The Woottons FC	4.0	4.0	Balanced	2.0	2.0	Balanced
TOTALS	40	-	89.0	69.0	+20.0	40.0	40.0	Balanced

The supply-demand balance for adult pitches by sub-area is as follows:

Table 30: Adult football pitches in Kings Lynn and West Norfolk: Supply - demand balance by sub-area

<i>Sub-area</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hunstanton and surrounds	23.0	13.0	+10.0	8.0	7.0	+1.0
Kings Lynn and surrounds	33.0	37.0	-4.0	18.0	22.0	-4.0
Downham Market and Surrounds	33.0	19.0	+14.0	13.0	11.0	+2.0
KL & WEST NORFOLK	89.0	69.0	+20.0	39.0	40.0	-1.0

The key findings are:

- Peak time utilisation shows an overall deficit at four sites, is balanced at 24 sites and shows spare capacity at three sites.
- The collective peak time supply-demand position in adult pitch capacity in the borough is balanced. This figure becomes to a deficit of 1.0 match equivalent session if the St. Clements High School pitch without secured community access is excluded.

5.8.3 Youth 11v11 pitches

Table 31: Youth 11v11 football pitches in Kings Lynn and West Norfolk: Supply - demand balance

Site	Pitches	Users	Weekly capacity	Weekly demand	Weekly balance	Peak capacity	Peak demand	Peak balance
Denver Playing Fields	1	Denver FC	4.0	1.0	+3.0	1.0	1.0	Balanced
Feltwell Playing Field	1	Feltwell Youth FC	4.0	1.0	+3.0	1.0	1.0	Balanced
Holly Meadows School	1	Holly Meadows Youth FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Station Road Playing Fields	1	Heacham Minors FC	4.0	3.0	+1.0	1.0	2.0	-1.0
St. Clements High School	1	Terrington Tigers Youth FC St. Clements High School	2.0	2.0	Balanced	1.0	1.0	Balanced
Terrington Memorial Playing Field	1	Terrington Tigers Youth FC	4.0	4.0	Balanced	1.0	3.0	-2.0
The Pastures	1	Dersingham FC	4.0	3.0	+1.0	1.0	2.0	-1.0
William Burt Community Complex	1	West Winch William Burt FC	1.0	2.0	-1.0	1.0	1.0	Balanced
TOTALS	8	-	25.0	17.0	+8.0	8.0	12.0	-4.0

The supply-demand balance for youth 11v11 pitches by sub-area is as follows:

Table 32: Youth 11v11 football pitches in Kings Lynn and West Norfolk: Supply - demand balance by sub-area

Sub-area	Weekly capacity	Weekly demand	Weekly balance	Peak capacity	Peak demand	Peak balance
Hunstanton and surrounds	8.0	6.0	+2.0	2.0	4.0	-2.0
Kings Lynn and surrounds	9.0	9.0	Balanced	4.0	6.0	-2.0
Downham Market and Surrounds	8.0	2.0	+6.0	2.0	2.0	Balanced
KL & WEST NORFOLK	25.0	17.0	+8.0	8.0	12.0	-4.0

The key findings are:

- Peak time use shows a deficit at three sites and balanced provision at five sites.
- The collective peak time deficit in the borough is 4.0 match equivalent sessions. This figure increases to 5.0 match equivalent sessions if the St. Clements High School pitches without secured community access is excluded.

5.8.4 Youth 9v9 pitches

Table 33: Youth 9v9 football pitches in Kings Lynn and West Norfolk: Supply - demand balance

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Clenchwarton Recreation Ground	1	Clenchwarton FC	2.0	4.0	-2.0	1.0	2.0	-1.0
Holly Meadows School	1	Holly Meadows Youth FC	2.0	3.0	-1.0	1.0	1.0	Balanced
KGV Playing Field, Shouldham	1	Shouldham Youth FC	2.0	4.0	-2.0	1.0	2.0	-1.0
Kingsway Playing Field	2	Kings Lynn Soccer Club	4.0	4.0	Balanced	2.0	2.0	Balanced
Marshland St. James Playing Field	1	Marshland Saints FC	2.0	2.0	Balanced	1.0	1.0	Balanced
River Lane Playing Field	1	Reffley Youth FC	1.0	2.0	-1.0	1.0	1.0	Balanced
Rouses Lane Playing Field	1	Downham Town FC	2.0	4.0	-2.0	1.0	2.0	-1.0
Snettisham Memorial Playing Field	1	Snettisham FC	4.0	1.0	+3.0	1.0	1.0	Balanced
Station Road Playing Fields	1	Heacham Minors FC	4.0	3.0	+1.0	1.0	2.0	-1.0
Terrington Memorial Playing Field	1	Terrington Tigers Youth FC	4.0	5.0	-1.0	1.0	3.0	-2.0
The Pastures	2	Dersingham FC	8.0	3.0	+5.0	2.0	2.0	Balanced
West Lynn Playing Field	1	Kings Lynn Soccer Club West Lynn FC	4.0	1.0	+3.0	1.0	1.0	Balanced
William Burt Community Complex	1	West Winch William Burt FC	1.0	2.0	-1.0	1.0	1.0	Balanced
Wootton Park	1	(The) Woottons FC	2.0	3.0	-1.0	1.0	2.0	-1.0
TOTALS	16	-	42.0	41.0	+1.0	16.0	23.0	-7.0

The supply-demand balance for youth 9v9 pitches by sub-area is as follows:

Table 34: Youth 9v9 football pitches in Kings Lynn and West Norfolk: Supply - demand balance by sub-area

<i>Sub-area</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hunstanton and surrounds	16.0	4.0	+12.0	4.0	5.0	-1.0
Kings Lynn and surrounds	22.0	29.0	-7.0	10.0	14.0	-4.0
Downham Market and Surrounds	4.0	8.0	-4.0	2.0	4.0	-2.0
KL & WEST NORFOLK	42.0	41.0	+1.0	16.0	23.0	-7.0

The key findings are:

- There is a peak time deficit at six sites and a balance at eight sites.
- The collective peak time deficit is 7.0 match equivalent session, which increases to 8.0 match equivalent sessions if the Holly Meadows School pitch without secured community access is excluded.

5.8.5 Mini-soccer 7v7 pitches

Table 35: Mini-soccer 7v7 pitches in Kings Lynn and West Norfolk: Supply - demand balance

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Clenchwarton Recreation Ground	1	Clenchwarton FC	4.0	4.0	Balanced	1.0	2.0	-1.0
Denver Playing Field	1	No recorded use	6.0	0.0	+6.0	1.0	0.0	+1.0
Docking Playing Field	1	Docking Rangers FC	4.0	1.0	+3.0	1.0	1.0	Balanced
Holly Meadows School	1	Holly Meadows School	4.0	2.0	+2.0	1.0	1.0	Balanced
KGV Playing Field, Shouldham	(1)	Shouldham Youth FC	2.0	3.0	-1.0	1.0	3.0	-1.0
Kingsway Playing Field	1	Kings Lynn Soccer Club	4.0	2.0	+2.0	1.0	2.0	-1.0
Marshland St. James Playing Field	(1)	Marshland Saints FC	2.0	2.0	Balanced	1.0	1.0	Balanced
River Lane Playing Field	1	Reffley Youth FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Rouses Lane Playing Field	2	Downham Town FC	8.0	4.0	+4.0	2.0	2.0	Balanced
Station Road Playing Field	1	Heacham Minors FC	6.0	5.0	+1.0	1.0	3.0	-2.0
Terrington Memorial Playing Field	(1)	Terrington Tigers Youth FC	3.0	4.0	-1.0	1.0	2.0	-1.0
The Pastures	1	Dersingham Rovers FC	6.0	3.0	+3.0	1.0	2.0	-1.0
Walpole St. Andrew Community Centre	1	No recorded use	6.0	0.0	+6.0	1.0	0.0	+1.0
Watlington Recreation Ground	1	Watlington Sp. & Soc. Club	4.0	2.0	+2.0	1.0	1.0	Balanced
West Lynn Playing Field	(1)	Kings Lynn Soccer Club	3.0	2.0	+1.0	1.0	2.0	-1.0
William Burt Community Complex	1	West Winch William Burt FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Wootton Park	1	(The) Woottons FC	4.0	2.0	+2.0	1.0	1.0	Balanced
TOTALS	14(4)	-	70.0	38.0	+32.0	18.0	25.0	-7.0

The supply-demand balance for mini-soccer 7v7 pitches by sub-area is as follows:

Table 36: Mini-soccer 7v7 pitches in Kings Lynn and West Norfolk: Supply - demand balance by sub-area

<i>Sub-area</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hunstanton and surrounds	9.0	4.0	+5.0	1.0	3.0	-2.0
Kings Lynn and surrounds	36.0	22.0	+14.0	10.0	12.0	-2.0
Downham Market and Surrounds	25.0	12.0	+13.0	7.0	20.0	-3.0
KL & WEST NORFOLK	70.0	38.0	+32.0	18.0	25.0	-7.0

The key findings are:

- There is a peak time deficit at seven sites, use is balanced at eight sites and there is spare capacity at two sites.
- The collective peak time position shows a deficit of 7.0 match equivalent sessions, which increases to 8.0 match equivalent sessions if the Holly Meadows School pitch without secured community access is excluded.

5.8.6 Mini-soccer 5v5 pitches

Table 37: Mini-soccer 5v5 pitches in Kings Lynn and West Norfolk: Supply - demand balance

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Clenchwarton Recreation Ground	1	Clenchwarton FC	4.0	3.0	+1.0	1.0	2.0	-1.0
KGV Playing Field, Shouldham	2	Shouldham Youth FC	8.0	3.0	+5.0	2.0	2.0	Balanced
Marshland St. James Playing Field	1	Marshland Saints FC	4.0	2.0	+2.0	1.0	1.0	Balanced
River Lane Playing Field	1	Reffley Youth FC	2.0	1.0	+1.0	1.0	1.0	Balanced
Rouses Lane Playing Field	1	Downham Town FC	4.0	3.0	+1.0	1.0	2.0	-1.0
Station Road Playing Field	1	Heacham Minors FC	6.0	4.0	+2.0	1.0	2.0	-1.0
Terrington Memorial Playing Field	(1)	Terrington Tigers Youth FC	3.0	4.0	-1.0	1.0	2.0	-1.0
Walpole St. Andrew Community Centre	(1)	Walpole Community YFC	3.0	1.0	+2.0	1.0	1.0	Balanced
Watlington Recreation Ground	1	Watlington Sp. & Soc. Club	4.0	2.0	+2.0	1.0	1.0	Balanced
West Lynn Playing Field	1	Kings Lynn Soccer Club	6.0	6.0	Balanced	1.0	3.0	-2.0
William Burt Community Complex	1	West Winch William Burt FC	2.0	1.0	+1.0	1.0	1.0	Balanced
TOTALS	10(2)	-	46.0	30.0	+16.0	12.0	18.0	-6.0

The supply-demand balance for mini-soccer 5v5 pitches by sub-area is as follows:

Table 38: Mini-soccer 5v5 pitches in Kings Lynn and West Norfolk: Supply - demand balance by sub-area

<i>Sub-area</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hunstanton and surrounds	6.0	4.0	+2.0	1.0	2.0	-1.0
Kings Lynn and surrounds	17.0	14.0	+3.0	5.0	8.0	-3.0
Downham Market and Surrounds	23.0	12.0	+11.0	6.0	8.0	-2.0
KL & WEST NORFOLK	46.0	30.0	+16.0	12.0	18.0	-6.0

The key findings are:

- Peak time utilisation shows an overall deficit at five sites and is balanced at six sites.
- The collective peak time position shows a deficit of 6.0 match equivalent sessions.

5.8.7 '3G' football turf pitches

There is only one full-sized '3G' pitch in Kings Lynn and West Norfolk, plus two small-sided pitches. These provide collectively the equivalent of 78 team training sessions per week (based on 38 sessions on a full-sized pitch and 20 sessions on a small-sided pitch). 13 of 15 local clubs responding to the clubs survey identified unmet demand for additional floodlit, all-weather training pitches and there is very limited spare capacity in the peak period at existing pitches. Based upon the FA calculation that there should be one full-sized '3G' pitch per 38 teams, there should be 7.10 full-sized pitches in Kings Lynn. If the 44 additional teams identified by local clubs as representing unmet demand are included, the requirement increases to 8.26 pitches. If the capacity provided by the existing small-sided '3G' pitches is included, the net shortfall is 6.21 pitches if unmet demand is included. The breakdown by sub-area based on expressed demand is as follows:

<i>Sub-area</i>	<i>No. teams</i>	<i>Weekly capacity (sessions)</i>	<i>Balance (sessions)</i>	<i>Balance (full-sized pitches)</i>
Hunstanton and surrounds	46	20	-26	0.68
Kings Lynn and surrounds	144	58	-86	2.26
Downham Market and Surrounds	80	0	-80	2.11
KL & WEST NORFOLK	270	78	-192	5.05

5.9 Changes since 2023

The supply-demand balance for pitches with secured community access in Kings Lynn and West Norfolk has changed as follows since 2023. All deficits have increased, with the exception of adult grass pitches:

<i>Pitch type</i>	<i>Balance 2022/23</i>	<i>Balance 2024/25</i>	<i>Change</i>
Adult	-4.0	-1.0	+3.0
Youth 11v11	-1.0	-5.0	-4.0
Youth 9v9	-2.0	-8.0	-6.0
Mini 7v7	-4.0	-8.0	-4.0
Mini 5v5	-5.0	-6.0	-1.0
'3G' football turf pitch	-3.71	-5.05	-1.34

5.10 Assessment of future needs

5.10.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

5.10.2 Potential changes in demand

Consultation with local clubs indicated that the following additional teams could be accommodated if the quality and quantity of pitch provision was improved. The projected increase is equivalent to a 16.3% rise in current team numbers.

Table 39: Potential additional football teams in Kings Lynn and West Norfolk

Club	Adult teams	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Alive Kings Lynn Community Football	1	1	1	1	1
Downham Town FC	3	2	1	1	1
Heacham Minors FC	0	1	0	0	1
Kings Lynn Soccer Club	0	0	0	1	2
Reffley Youth FC	1	1	1	1	1
Terrington Tigers FC	0	0	2	2	2
Walpole Community Youth FC	0	0	0	1	1
Watlington Sports and Social Club FC	1	1	1	2	2
West Winch Junior FC	1	1	1	1	1
TOTALS	8	7	7	10	12

5.10.3 Site-specific pressures

Kings Lynn and West Norfolk Borough Council needs to identify to deliver its housing targets. Whilst planning policy offers protection to playing pitches, some sites may be vulnerable unless it can be proved that they are needed to accommodate existing or future shortfalls in supply or serve some other green space functions. At present, the analysis in section 5.8 above shows that there is no effective spare capacity in the peak periods, so the case for retention is strong.

5.10.4 Potential changes in supply

A number of options are currently being considered for additional '3G' pitch provision, with a view to providing a total of three pitches (two in the Kings Lynn sub-area, including one in the west of the area) and one in the Downham Market sub-area.

5.10.5 Existing spare capacity

The existing position for grass football pitch peak-time capacity has been calculated in terms of 'match equivalent sessions' in section 5.8 above and is as follows, for all sites and for sites with secured community access only. It is important to note that the shortfalls cannot be met by improvements to pitch quality (and related capacity), because they relate to peak period demand, which is defined by the number of pitches:

Table 40: Grass football pitch peak-time capacity in Kings Lynn and West Norfolk

Pitch type	All sites	Secured sites
Adult	Balanced	-1.0
Youth 11v11	-4.0	-5.0
Youth 9v9	-7.0	-8.0
Mini-soccer 7v7	-7.0	-8.0
Mini-soccer 5v5	-5.0	-6.0

Peak-time utilisation rates of '3G' pitches in the borough is as follows. There is no effective spare capacity.

Table 41: '3G' football turf pitch peak-time capacity in Kings Lynn and West Norfolk

<i>Site</i>	<i>Used hours</i>	<i>% capacity</i>
Alive Lynnsport	20	100%
Eagles Golf Centre	10*	50%*
Station Road Playing Field	20	100%
TOTALS	50	83.3%

* Limited usage because primarily a golf centre and relatively remote location.

5.10.6 Future grass pitch needs

Future formal grass pitch needs to 2040 are modelled below using 'Team Generation Rates' (TGRs), which identify how many people in a specified age group in the borough are required to generate one team. These are then applied to projected changes in population to identify the likely number of teams in the future:

Table 42: Football Team Generation Rates in Kings Lynn and West Norfolk

- ONS projections:**

<i>Sport</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>Unmet demand</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Adult male football	17-45	23,760	55	0	1: 432	22,464	52	-3
Adult female football	17-45	23,980	7	8	1: 1,599	21,177	12	-2
Boys youth 11v11 football	12-16	3,980	58	0	1: 69	3,943	57	-1
Girls youth 11v11 football	12-16	3,820	9	7	1: 239	3,725	16	0
Boys youth 9v9 football	10-11	1,640	40	0	1: 41	1,574	38	-2
Girls youth 9v9 football	10-11	1,640	11	7	1: 91	1,498	16	-2
Mini-soccer 7v7 (mixed)	8-9	3,428	47	10	1: 60	3,038	51	-6
Mini-soccer 5v5 (mixed)	6-7	3,428	43	12	1: 63	3,038	48	-7

- Housing projections:**

<i>Sport</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>Unmet demand</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Adult male football	17-45	23,760	55	0	1: 432	28,585	69	+16
Adult female football	17-45	23,980	7	8	1: 1,599	27,481	17	+2
Boys youth 11v11 football	12-16	3,980	58	0	1: 69	4,621	67	+9
Girls youth 11v11 football	12-16	3,820	9	7	1: 239	4,435	19	+3
Boys youth 9v9 football	10-11	1,640	40	0	1: 41	2,148	52	+12
Girls youth 9v9 football	10-11	1,640	11	7	1: 91	2,148	24	+6
Mini-soccer 7v7 (mixed)	8-9	3,428	47	10	1: 60	3,980	66	+8
Mini-soccer 5v5 (mixed)	6-7	3,428	43	12	1: 63	3,980	63	+8

5.10.7 Future '3G' pitch needs

Based upon the ONS projections, the net reduction in team numbers of 23 by 2040 will reduce demand equivalent to 0.61 full-sized '3G' football turf pitches. Based on the housing projections, the increase of 64 teams will increase demand equivalent to 1.68 full-sized '3G' football turf pitches (this is the likelier outcome).

5.11 Key findings and issues

5.11.1 What are the main characteristics of current supply and demand?

- **Local clubs:** There is a strong network of England Football Accredited clubs in Kings Lynn and West Norfolk, providing high quality coaching and playing opportunities, although women and girl's football is developing rapidly locally.
- **Unmet demand:** Consultation with local clubs indicated that a total of 44 additional teams of all age groups could be accommodated in Kings Lynn and West Norfolk if the quality and quantity of pitch provision was improved, an increase of 16.3% from the number of existing teams.
- **Grass pitch supply:** An examination of grass pitch supply suggests that there are some site-specific pinch points.
- **Grass pitch quality:** 15.6% of pitches in the borough are rated as 'poor' quality, with consequent reductions in carrying capacity. Several more are rated at the lower end of 'standard' quality.
- **Changing facilities:** 22 pitches in the district (22.9%) are served by 'poor' quality or no changing facilities. A number of changing improvement projects are being developed to address this, including Snettisham Memorial Playing Field, The Pastures (Dersingham) and Watlington Recreation Ground.
- **'3G' football turf pitches:** There is only one full-sized '3G' pitch in Kings Lynn and West Norfolk, but many local clubs have identified the lack of floodlit, all-weather pitches as an impediment to the development of the game locally. Based upon the FA calculation that there should be one full-sized '3G' pitch per 38 teams, there should be 7.11 pitches in the borough.
- **Secured community use:** 5.4% of the pitches with community use and used are on sites without secured use, meaning that in theory community use could be rescinded at any time. Measures to secure community use at education sites, such as formal Community Use Agreements, would therefore be advisable.

5.11.2 Is there enough accessible and secured community use to meet current demand? **NO** - there is a significant deficit for all pitch types in the peak period

- **Adult grass pitches:** There is a collective peak deficit of 4.0 weekly match equivalent sessions at accessible, community-secured sites.

- **Youth 11v11 pitches:** There is a collective peak deficit of 1.0 weekly match equivalent sessions at the community-secured sites.
- **Youth 9v9 pitches:** There is a collective peak deficit of 2.0 weekly match equivalent session at community-secured sites.
- **Mini-soccer 7v7 pitches:** There is a collective peak deficit of 4.0 weekly match equivalent session at community-secured sites.
- **Mini-soccer 5v5 pitches:** There is a collective peak deficit of 5.0 weekly match equivalent sessions at the community-secured sites.
- **'3G' football turf pitches:** Based on the FA's calculation of training needs, there should be an extra 4.8 '3G' pitches in Kings Lynn and West Norfolk, if the 44 additional teams identified by local clubs as representing unmet demand are included.

5.11.3 Is the accessible provision of suitable quality and appropriately maintained? **NO – More than one-sixth of pitches are 'poor' quality**

- **Quality:** 15.6% of pitches in the borough are rated as 'poor' quality, with consequent reductions in carrying capacity. Many more suffer from poor drainage and so are rated at the lower end of 'standard' quality.
- **Maintenance:** Improved maintenance at 32 'poor' quality and low rated 'standard' quality pitches in the borough would improve their carrying capacity.

5.11.4 What are the main characteristics of future supply and demand?

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Changes in demand:** Projecting future need based on current demand patterns (including identified unmet demand) is a reasonable basis for forecasting.
- **Changes in supply:** Potential sites for three '3G' football turf pitches in the borough have been identified, but none have been subject to a detailed feasibility study.
- **Existing spare capacity:** There is no current spare capacity in the peak period.
- **Future needs:** Based on the two projected population growth scenarios, demand for football pitches by 2040 will vary as follows:

Table 43: Future football pitch demand in Kings Lynn and West Norfolk

<i>Pitch type</i>	<i>ONS projections</i>	<i>Housing growth projections</i>
Adult	-5.0	+18.0
Youth 11v11	-1.0	+12.0
Youth 9v9	-4.0	+18.0
Mini-soccer 7v7	-6.0	+8.0
Mini-soccer 5v5	-7.0	+8.0
'3G' football turf	-0.61	+1.68

5.11.5 Is there enough accessible and secured provision to meet future demand? **NO**
- there is a deficit for all pitch types under the higher population projections, and the currently unused pitches in the borough are in the wrong locations to meet the new demand.

On the basis of the housing projections, the following additional pitch capacity will be needed:

Table 44: Additional future football pitch capacity required in Kings Lynn and West Norfolk

<i>Pitch type</i>	<i>Extra pitches</i>
Adult	18
Youth 11v11	12
Youth 9v9	18
Mini-soccer 7v7	8
Mini-soccer 5v5	8
'3G'	1.68

The additional capacity can be provided in four ways:

- **New pitch provision:** Securing the provision of additional pitches at part of new housing developments in the borough.
- **Pitch quality improvements:** If the 'poor' quality pitches were upgraded to 'standard' quality, it would add significant additional capacity.
- **Reinstating disused pitches:** There are 30 pitches in the borough (23 of them adult pitches) where use has recently been discontinued and some of these could be reinstated, although they are not necessarily in the geographical areas of greatest demand.
- **Using pitches on school sites with no community use:** There are 80 pitches on school sites with no community at present. Gaining access to these would provide significant additional pitch capacity. Active Norfolk received funding from Sport England's School Sport and Activity Action Plan for three years from 2022 to help support developing access to school facilities outside of core hours, which will support this process. Providing community access to the existing grass pitches at Downham Market Academy should be a priority.

5.12 Scenario testing

5.12.1 Introduction

Based upon the key findings and issues identified above, a number of scenarios have been examined, to identify the optimum approach to addressing needs.

5.12.2 Scenario 1: Reinstating disused pitches

- **Rationale:** The following pitches on in Kings Lynn and West Norfolk are not currently used, but have the potential to be reinstated subject to local demand:

Table 45: Disused football pitches in Kings Lynn and West Norfolk with potential club users

<i>Site</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Potential club users</i>
Bircham Newton Training Centre	2	-	-	-	-	-
Brancaster Playing Fields	1	-	-	-	-	-
Burnham Market Playing Field	1	-	-	-	-	-
Castle Rising Playing Field	1	-	-	-	-	-
Cross Lane Playing Fields	1	-	-	-	-	-
East Rudham Playing Field	1	-	-	-	-	-
Emneth Playing Field	2	2	2	-	-	-
Flitcham Playing Field	1	-	-	-	-	-
Great Massingham Playing Field	1	-	-	-	-	Castle Acre FC
Hockwold Playing Field	-	-	-	-	1	-
Hovells Lane Recreation Ground	1	-	-	-	-	-
Hunstanton Recreation Ground	1	-	-	-	-	Heacham FC
Marham Coronation Playing Field	1	-	-	-	-	-
Methwold Recreation Ground	1	-	-	-	-	-
North Creak Playing Field	-	-	-	1	-	-
Runcton Holme Recreation Ground	1	-	-	-	-	-
Sedgeford Recreation Ground	2	-	-	1	-	Heacham FC
Southery Playing Fields	2	-	-	-	-	-
Stow Bridge Playing Field	1	-	-	-	-	Downham Town FC
Thornham Recreation Ground	1	-	-	-	-	-
Three Holes Playing Field	1	-	-	-	-	CSKA Emneth
Welney Playing Field	1	-	-	-	-	-
Wiggenhall St. Mary Magdalen Pl. Field	1	-	-	-	-	Watlington SSC
TOTALS	23	2	2	2	1	-

- The table below models the effect of gaining access to disused pitches to meet current unmet community demand. It shows that additional capacity would still need to be provided for youth 9v9, mini 7v7 and mini 5v5 pitches, the amount of provision required would be reduced. It would nevertheless make sense to consider investigating the potential for securing use of some of these pitches to meet additional future demand, where they are geographically accessible to teams with unmet demand, prior to making entirely new provision.

Table 46: The impact of reinstating disused football pitches in Kings Lynn and West Norfolk

<i>Pitch type</i>	<i>Disused pitches</i>	<i>Peak match equivalent capacity</i>	<i>Unmet current peak demand (match equivalents)</i>	<i>Balance</i>
Adult football	23	20.0	-1.0	+19.0
Youth 11v11	2	2.0	-5.0	-3.0
Youth 9v9	2	2.0	-8.0	-6.0
Mini 7v7	2	2.0	-8.0	-6.0
Mini 5v5	1	1.0	-6.0	-5.0

- **Advantages:** The advantages of this scenario are as follows:
 - The pitches already exist and therefore could be brought into use at little or no additional cost, depending on the current quality of the respective pitches.
 - The pitches should be available during the peak demand periods at weekends.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - The locations of most pitches are in rural parts of the borough, where demand is low and they are too distant for teams with surplus demand (particularly those on Kings Lynn and Terrington), to access within a realistic time/distance.
 - No assessment has been made of the quality of the disused pitches, so the extent of their capacity to accommodate additional use is unknown.
- **Conclusions:** This scenario offers some limited opportunities for enhancing local pitch capacity on a cost-effective basis and should therefore be examined further on a site-by-site basis.

5.12.3 Scenario 2: Accessing pitches on education sites

- **Rationale:** The following pitches on school sites in Kings Lynn and West Norfolk have no community use at present. The football clubs with current unmet needs that would benefit most from getting access to the pitches are listed alongside each site:

Table 47: Football pitches without community use in Kings Lynn and West Norfolk

<i>Site</i>	<i>Adult</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Football Club</i>
Anthony Curton Primary School	-	1	-	-	-	
Brancaster Primary School	-	-	-	-	1	
Burnham Market Primary School	-	-	1	1	1	
Castle Acre Primary School	-	-	1	-	-	
Clenchwarton Primary School	-	1	-	-	-	
Dersingham Primary School	-	-	2	-	-	
Downham Market Academy	1	1	-	-	4	Downham Town FC
Eastgate Academy	-	-	-	1	-	
Gayton Primary Academy	-	-	-	1	-	Kings Lynn Soccer Club

<i>Site</i>	<i>Adult</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>	<i>Football Club</i>
Glebe House School	-	-	1	3	-	
Great Massingham Primary School	-	-	1	-	-	
Howard Junior School	-	1	-	-	-	Kings Lynn Soccer Club
Hunstanton Primary School	-	-	1	1	-	
Ingoldisthorpe Primary School	-	-	-	1	-	
King Edward VII Academy	1	-	2	-	1	Gayton United FC
Kings Lynn Academy	4	-	-	2	-	Kings Lynn Soccer Club
Litcham School	1	1	1	1	2	
Marshland High School	-	2	-	-	-	
North Wootton Academy	-	-	-	3	-	
RAF Marham	1	1	-	-	-	
Reffley Academy	-	-	-	4	-	
Rudham Primary Academy	-	1	-	-	-	
Sandringham & West Newton PS	-	-	-	1	-	
Smithdon High School	1	1	1	-	2	
Springwood High School	1	1	3	-	-	Gayton United FC
St. Germans Primary School	-	-	-	1	-	
St. Martha's Primary School	-	-	-	1	-	
St. Michael's Primary Academy	-	-	-	1	1	
South Wootton Junior School	-	-	1	1	-	
Terrington St. John Primary School	-	1	-	-	-	Terrington Tigers FC
Walpole Cross Keys Primary School	-	-	-	-	1	
Watlington Primary School	-	2	-	-	-	Watlington SSC
West Lynn Primary School	-	-	-	-	1	Terrington Tigers FC
West Walton Primary School	-	1	-	-	-	
West Winch Primary School	-	1	-	-	-	
Whitefriars Primary Academy	-	-	1	-	-	
Wimbotsham and Stow School	-	-	1	-	-	
TOTALS	10	16	17	23	14	-

- The table below models the effect of gaining access to school pitches to meet future community demand. It shows that all needs could theoretically be met. Whilst pitch capacity is reduced by the education use, it would nevertheless make sense to consider investigating the potential for securing community use of these pitches to meet current and additional future demand, prior to making entirely new provision.

Table 48: The impact of allowing community use of school pitches in Kings Lynn and West Norfolk

<i>Pitch type</i>	<i>Current School pitches</i>	<i>Peak match equivalent capacity</i>	<i>Unmet current peak demand (match equivalents)</i>	<i>Balance</i>
Adult football	10	10.0	-1.0	+9.0
Youth 11v11	16	16.0	-5.0	+11.0
Youth 9v9	17	17.0	-8.0	+9.0
Mini 7v7	23	23.0	-8.0	+15.0
Mini 5v5	14	14.0	-6.0	+8.0

- **Advantages:** The advantages of this scenario are as follows:
 - The pitches already exist and therefore could be brought into use at little or no additional cost, depending on the current quality of the respective pitches.
 - There would be opportunities to establish closer school-club links if community-based clubs were playing on school sites.
 - The pitches should be available during the peak demand periods for community-based teams at weekends.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - None of the schools has community use at present and there is no obvious mechanism for securing it, so there is no guarantee that they would be prepared to commence such an arrangement.
 - No site has a Community Use Agreement so continued access would be unsecured.
 - No assessment has been made of the quality of schools pitches without community use, so the extent of their capacity to accommodate additional use is unknown.
- **Conclusions:** This scenario offers some advantages for enhancing local pitch capacity on a cost-effective basis and should therefore be examined further on a site-by-site basis.

5.12.4 Scenario 3: Improve existing grass pitch carrying capacity

- **Rationale:** The following football pitches in Kings Lynn and West Norfolk are either 'standard' or 'poor' quality and as such their carrying capacity is compromised. Pitches shown in brackets are over-marked:

Table 49: 'Standard' and 'poor' quality football pitches in Kings Lynn and West Norfolk

Site	Pitch rating	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Castle Acre Playing Field	Poor	1	-	-	-	-
Clenchwarton Recreation Ground	Standard	2	-	1	1	1
Docking Playing Field	Standard	2	-	-	1	-
Gayton Playing Field	Poor	1	-	-	-	-
Holly Meadows School	Standard	-	1	1	1	-
KGV Playing Field, Shouldham	Standard	1	-	1	(1)	2
Kingsway Playing Field	Standard	2	-	1	1	-
Leonard Towler Playing Field	Standard	1	-	-	-	-
Marshland St. James Playing Field	Standard	2	-	1	(1)	1
Memorial Playing Field	Standard	2	-	-	-	-
Northwold Sports and Social Club	Standard	1	-	-	-	-
Old Hunstanton Sports Pavilion	Standard	1	-	-	-	-
River Lane Playing Field	Poor	2	-	1	1	1

<i>Site</i>	<i>Pitch rating</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>
Rouses Lane Playing Field	Standard	1	-	1	2	1
South Creake Playing Field	Standard	1	-	-	-	-
St. Clements High School	Standard	1	1	-	-	-
Tottenham Playing Fields	Poor	1	-	-	-	-
Upwell Playing Field	Standard	1	-	-	-	-
Watlington Recreation Ground	Standard	1	-	-	1	1
William Burt Community Complex	Poor	-	1	1	1	1
Wootton Park	Standard	2	-	1	1	-
TOTALS	-	26	3	9	10(2)	8

- The table below models the effect of improving the pitches to ‘good’ quality and subsequently maintaining them as such.

Table 50: The impact of upgrading football pitch quality to ‘good’ in Kings Lynn and West Norfolk

<i>Pitch type</i>	<i>Increased pitch capacity with improvements (match equivalents)</i>	<i>Unmet current peak demand (match equivalents)</i>	<i>Balance (match equivalents)</i>
Adult football	31.0	-1.0	+30.0
Youth 11v11	8.0	-5.0	+3.0
Youth 9v9	20.0	-8.0	+12.0
Mini 7v7	24.0	-8.0	+16.0
Mini 5v5	20.0	-6.0	+14.0

- Advantages:** The advantages of this scenario are as follows:
 - Overall usage capacity would be improved, the collective weekly and peak time capacity deficiencies would be eliminated and the distribution of the sites gives good geographical coverage across the whole district.
 - This would be a cost-effective option compared with the expense of providing new pitches, particularly if land acquisition costs are factored in.
- Disadvantages:** The disadvantages of this scenario are as follows:
 - Whilst the capital cost of pitch improvements may be supported by the Football Foundation grants programmes, the main financial challenge to many pitch providers would be meeting the revenue cost implications of the enhanced works associated with maintaining the pitch quality as ‘good’.
 - The grounds maintenance specification at council-owned pitches is not consistent with maintaining the pitches to a high standard, so the only option for achieving this at council-owned pitches is through an asset transfer to user clubs.
- Conclusions:** Based upon the sub-area assessment, improving the pitches at Holly Meadows School, KGV Playing Field, Kingsway Playing Field, River Lane Playing Field, Rouses Lane Playing Field, Watlington Recreation Ground and the William Burt Community Complex would have the greatest impact on current deficiencies.

5.12.5 Scenario 4: The impact of current ‘3G’ pitch proposals

- **Rationale:** A number of options are currently being considered for additional ‘3G’ pitch provision, with a view to providing a total of three pitches (two in the Kings Lynn sub-area, including one in the west of the area) and one in the Downham Market sub-area.
- Based upon the FA calculation that there should be one full-sized ‘3G’ pitch per 38 teams, there should be 7.10 full-sized pitches in Kings Lynn. If the 44 additional teams identified by local clubs as representing unmet demand are included, the requirement increases to 8.26 pitches. If the capacity provided by the existing small-sided ‘3G’ pitches is included, the net shortfall is 6.21 pitches if unmet demand is included. The breakdown by sub-area based on expressed demand is as follows:

<i>Sub-area</i>	<i>No. teams</i>	<i>Weekly capacity (sessions)</i>	<i>Balance (sessions)</i>	<i>Balance (full-sized pitches)</i>
Hunstanton and surrounds	46	20	-26	0.68
Kings Lynn and surrounds	144	58	-86	2.26
Downham Market and Surrounds	80	0	-80	2.11
KL & WEST NORFOLK	270	78	-192	5.05

- **Advantages:** The advantages of this scenario are as follows.
 - Providing two full-sized pitches with full community access in the Kings Lynn sub-area and one in the Downham Market sub-area would be capable of accommodating an additional 114 sessions across the three pitches, so the proposed facilities would reduce the current shortfall.
 - In addition to the extra training capacity, assuming the permissibility of staggered kick-off times and the accreditation of each pitch on the FA Register, the pitches could collectively provide for 8 adult or youth 11v11 (two fixtures x 4 pitches), or 12 youth 9v9 or mini 7v7 (three fixtures x 4 pitches) or 16 mini 5v5 match equivalent sessions (four fixtures x 4 pitches) per weekend, thus eliminating peak demand deficits on grass pitches.
 - The location of the proposed facilities would give good geographical coverage.
- **Disadvantages:** The only disadvantage of this scenario is that the proposed levels of provision would only meet around 60% of the unmet demand for ‘3G’ pitches.
- **Conclusions:** The provision of additional ‘3G’ pitches in Kings Lynn and West Norfolk has the potential to provide for most current football training needs and some match play deficits.

5.13 Policy recommendations

5.13.1 Introduction

The Kings Lynn and West Norfolk PPS is a robust and evidence-based assessment of the current and future needs for football in the borough. The recommendations in relation to football are made in the context of the National Planning Policy Framework (NPPF) paragraph 104, which stipulates that existing open space including playing pitches, should not be built upon unless:

- An assessment has taken place which has clearly shown the open space to be surplus to requirements, or;
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality, in a suitable location, or;
- The development is for alternative sport and recreation provision, the needs for which clearly outweighs the loss.

The following recommendations are arranged under the three main headings of ‘protect’, ‘enhance’ and ‘provide’.

5.13.2 Protect

Recommendation 1 - Safeguarding existing provision: The Study identifies a need for all current football pitch sites to be retained, on the basis of the specific identified roles that each can play in delivering the needs of the sport and other wider open space functions in Kings Lynn and West Norfolk both now and in the future. It is therefore recommended that existing planning policies continue to support the retention and protection of all sites, based upon the evidence in the PPS. If any pitch sites do become the subject of development proposals, this will only be permissible if they are replaced and meet policy exception E4 of Sport England’s Playing Fields Policy. This states that ‘the playing field or playing fields which would be lost as a result of the proposed development must be replaced by a playing field or playing fields of an equivalent or better quality and of equivalent or greater quantity, in a suitable location and subject to equivalent or better management arrangements, prior to the commencement of development’.

Recommendation 2 - Security of tenure: 5.4% of the football pitches in the borough are on sites without secured community use. Without Community Use Agreements it is impossible to assume their continued availability for the community. It is therefore recommended that efforts are made to achieve security of Community Use Agreements at sites without them at present.

5.13.3 Enhance

Recommendation 3 - Improving existing ‘poor’ quality provision, including disused sites: 15 pitches in the borough are rated as ‘poor’ quality and several more are rated at the lower end of ‘standard’ quality. Additionally, 22.9% of pitches are served by ‘poor’ quality or no changing facilities. Improved pitch quality at Holly Meadows School, KGV Playing Field, Kingsway Playing Field, River Lane Playing Field, Rouses Lane Playing Field, Watlington Recreation Ground and the William Burt Community Complex would have the greatest impact on current deficiencies:

- The owners of sites with ‘poor’ quality pitches should subscribe to the Football Foundation’s Pitch Power programme, a low-cost service that provides a pitch quality assessment and recommendations on how to improve maintenance to enhance capacity.
- The site owners concerned should be supported to apply for external funding for facility enhancements, including the receipt of developer contributions (see below) where the usage capacity would be enhanced.

- User clubs at council-owned pitches should be offered the opportunity to take over the maintenance of the pitches to improve quality and capacity, with appropriate initial support such as the loan of equipment, training and financial support.

Recommendation 4 - Developer contributions and external funding (enhancements):

Some of the additional demand for football arising from the proposed housing development in Kings Lynn and West Norfolk to 2040, can be accommodated through enhancements to existing pitches and facilities. Improving the pitches at Holly Meadows School, KGV Playing Field, Kingsway Playing Field, River Lane Playing Field, Rouses Lane Playing Field, Watlington Recreation Ground and the William Burt Community Complex would have the greatest impact on current deficiencies. It is recommended that the site-specific action plan in the Kings Lynn and West Norfolk PPS be used as the basis for determining facility enhancements that demonstrably relate to the scale and location of specific developments and that an appropriate level of financial contributions be sought under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of competing infrastructure demands) and/or through applications for external funding to cover the capital and revenue implications of the enhancements.

5.13.4 Provide

Recommendation 5 - '3G' football turf pitches: Based upon the FA's guide figure, there is a current shortfall of 6.21 full-sized '3G' pitches in the borough, with additional demand equivalent to 1.68 full-sized pitches being generated by the higher population growth projections by 2040. '3G' pitches are an important component of provision because their all-weather nature and floodlights enable a high volume of play to be accommodated on good quality playing surfaces. The provision of additional '3G' pitches to meet needs identified in the Kings Lynn and West Norfolk PPS should be supported as a priority in appropriate locations.

Recommendation 6 - Developer contributions and external funding (new provision):

Some of the extra demand for football in particular arising from the proposed housing development in Kings Lynn and West Norfolk to 2040, may need to be accommodated through the provision of new pitches and facilities, once options for improving capacity at existing sites have been explored. It is recommended that an appropriate level of financial contributions be sought under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of issues to meet the specific future needs identified in the Kings Lynn and West Norfolk PPS to cover the capital and revenue implications of new provision.

5.14 Action Plan

5.14.1 Introduction

In the context of the high-level recommendations above, the tables below set out the football site-specific action plan to guide the implementation of the Study. The abbreviations stand for KL&WNBC - Kings Lynn and West Norfolk Borough Council, FA - Football Association, FF - Football Foundation, PP - Pitch Power (the Football Foundation's pitch improvement tool) and AN - Active Norfolk. The capital cost estimates are based upon Sport England's *Facility Costs - Third Quarter of 2024* (2024), but actual costs will vary based on site-specific conditions.

5.14.2 Key strategic actions

Table 51: Key strategic action plan for football in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Community access to public and private education pitches	Pursue formal Community Use agreements at all existing and any future proposed pitches on public and private education sites.	KL&WNBC / Active Norfolk	Academies and schools	Possible funding for improvements to physical accessibility.	High
Securing developer contributions	Ensure that policy provision is made to secure developer contributions towards new and improved football facilities.	KL&WNBC	Developers	Determined by Sport England's Playing Pitch Calculator	High
Identify sites for additional '3G' football turf pitches	Examine the feasibility of providing additional '3G' pitches at the identified key sites.	Potential host sites	FF Norfolk FA CIL funds	£1,150,000 per pitch	High
Site specific grounds maintenance needs	Review site specific grounds maintenance needs through the FA Pitch Improvement Programme.	FA	PP	£100 per site annually.	High

5.14.3 Site specific actions

Table 52: Site-specific action plan for football in Kings Lynn and West Norfolk

Site	Issues	Action	Lead	Partners	Resources	Priority
Alive Lynnsport	No current issues.	No action required.	-	-	-	-
Castle Acre Playing Field	<ul style="list-style-type: none"> • 'Poor' quality pitch. • Pitch used to over capacity 	<ul style="list-style-type: none"> • Assess pitch using Pitch Power. • Seek resources to improve maintenance. 	Castle Acre Parish Council	PP	TBC	Medium
Clenchwarton Recn. Ground	Aspiration for new changing facilities	Progress when resources allow	Clenchwarton PC	-	TBC	Medium
Denver Playing Fields	No current issues.	No action required.	-	-	-	-
Docking Playing Field	Aspiration for new changing facilities	Progress when resources allow	Docking PC	-	TBC	Medium
Feltwell Playing Field	No current issues.	No action required.	-	-	-	-
Fenland Stadium	No current issues.	No action required.	-	-	-	-
Gayton Playing Field	<ul style="list-style-type: none"> • 'Poor' quality pitch with chafer bug problems. • 'Poor' changing. • Pitch used to over capacity 	<ul style="list-style-type: none"> • Assess pitch using Pitch Power. • Seek resources to improve maintenance. • Assess the need for changing 	Gayton Estates	PP	TBC	Medium
Holly Meadows School	<ul style="list-style-type: none"> • Youth 9v9 pitch used to over-capacity. • Unsecured Community Use 	<ul style="list-style-type: none"> • Assess pitch using Pitch Power. • Seek resources to improve maintenance. • Negotiate Community Use Agreement 	Holly Meadows School	PP AN	TBC	Medium

Site	Issues	Action	Lead	Partners	Resources	Priority
Ingoldisthorpe Playing Field	No current issues.	No action required.	-	-	-	-
KGV Playing Field, Shouldham	<ul style="list-style-type: none"> Youth 9v9 pitch used to over-capacity. 'Poor' quality changing facilities. 	<ul style="list-style-type: none"> Assess pitch using Pitch Power. Seek resources to improve maintenance. Improve changing. 	Shouldham Parish Council	PP FF	TBC £100,000 to refurbish changing.	High
Kingsway Playing Field	Mini 7v7 pitch used to over-capacity at peak times.	Schedule back-to-back fixtures	Kings Lynn Soccer Club	-	-	Low
Leonard Towler Playing Field	No current issues.	No action required.	-	-	-	-
Marshland St. James Playing Field	No current issues.	No action required.	-	-	-	-
Memorial Playing Field, Downham Market	No current issues.	No action required.	-	-	-	-
Northwold Sports and Social Club	No current issues.	<ul style="list-style-type: none"> No action required. 	-	-	-	-
River Lane Playing Field	<ul style="list-style-type: none"> 'Poor' quality pitches Youth 9v9 pitches used to peak capacity 	Reschedule matches to the proposed '3G' pitch on the site.	KL&WNBC	-	-	Low
Rouses Lane Playing Field, Downham Market	<ul style="list-style-type: none"> No on-site changing. Mini 5v5 pitch used to over peak capacity. 	<ul style="list-style-type: none"> Assess the need for changing Schedule back-to-back fixtures 	Downham Town Council	Downham Town FC	-	Medium
Snettisham Memorial Playing Field	No current issues.	No action required.	-	-	-	-
South Creake Playing Field	No current issues.	No action required.	-	-	-	-
Station Road Playing Field	Adult and mini 7v7 and 5v5 pitches used to over capacity at peak times.	<ul style="list-style-type: none"> Move some adult games to currently disused pitches in Hunstanton or Sedgeford Reschedule mini matches to the '3G' pitch on the site. 	Heacham FC	KL&WN BC Sedgeford Parish Council	£2,000 to reinstate pitches	Medium
St. Clements High School	<ul style="list-style-type: none"> Adult pitch used to over-capacity. Unsecured Community Use 	<ul style="list-style-type: none"> Assess pitch using Pitch Power. Seek resources to improve maintenance. Negotiate Community Use Agreement 	St. Clements High School	PP AN	TBC	Medium
Terrington Memorial Playing Field	All pitches used to over capacity at peak times.	Provide a '3G' pitch in the vicinity	Terrington Parish Council	KL&WN BC FF	£1,150,000	High
The Pastures, Dersingham	Aspiration for new changing facilities	Progress when resources allow	Dersingham PC	-	TBC	Medium

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
The Walks Stadium	No current issues.	No action required.	-	-	-	-
Tottenham Playing Fields	<ul style="list-style-type: none"> • ‘Poor’ quality pitch Pitch used to over capacity 	<ul style="list-style-type: none"> • Assess pitch using Pitch Power. Seek resources to improve maintenance. 	Tottenham Parish Council	PP	TBC	Low
Upwell Playing Field	No current issues.	No action required.	-	-	-	-
Walpole St. Andrew Community Centre	‘Poor’ quality changing	Assess the need for improved changing.	Walpole Parish Foundation	-	TBC	Low
Watlington Recreation Ground	<ul style="list-style-type: none"> • Mini 7v7 pitch used to over-capacity at peak times. • ‘Poor’ quality changing 	<ul style="list-style-type: none"> • Assess pitch using Pitch Power. • Seek resources to improve maintenance. • Improve changing. 	Watlington Parish Council	PP FF	TBC £100,000 to refurbish changing.	Medium
West Lynn Playing Field	<ul style="list-style-type: none"> • Adult and mini 5v5 pitches used to over-capacity at peak times. • ‘Poor’ quality changing 	<ul style="list-style-type: none"> • Assess pitches using Pitch Power. • Seek resources to improve maintenance. • Improve changing. 	KL&WNBC	PP FF	TBC £100,000 to refurbish changing.	Medium
William Burt Complex	<ul style="list-style-type: none"> • ‘Poor’ quality pitches • Youth 11v11 and 9v9 pitches used to over-capacity at peak times. • ‘Poor’ quality changing 	<ul style="list-style-type: none"> • Assess pitches using Pitch Power. • Seek resources to improve maintenance. • Improve changing. 	West Winch Parish Council	PP FF	TBC £100,000 to refurbish changing.	Medium
Wootton Park	No current issues.	No action required.	-	-	-	-

5.14.4 Potential project impact

The football projects with the potential to have the greatest impact on identified needs and deficiencies are the three proposed ‘3G’ football turf pitches.

6 CRICKET PITCH NEEDS

6.1 Key stakeholders

The key stakeholders delivering cricket in Kings Lynn and West Norfolk are:

- **Norfolk Cricket Foundation:** The Foundation manages cricket in the county.
- **Affiliated cricket clubs:** There are 14 affiliated clubs in Kings Lynn and West Norfolk, who collectively run 65 open aged teams, 12 women's teams, 43 mixed junior teams and ten junior girl's teams.
- **Pitch providers:** Pitches in the borough are managed and maintained by parish councils and cricket clubs.

6.2 Strategic context

6.2.1 National cricket strategy

The England and Wales Cricket Board's (ECB) strategy for 2025-2028 *Inspiring Generations 2025-2028* (2024) contains six key objectives:

- **Make cricket diverse, inclusive and accessible:** Measurably improve cricket's diversity, inclusion, equity and fair access.
- **Transform women's and girls' cricket:** Cricket to be seen just as much as a sport for girls as for boys.
- **Connect communities through play:** Support a network of diversified delivery partners to get more people playing than ever before.
- **Inspire through winning England teams:** Win the big series and events, playing entertaining cricket.
- **Support a thriving and sustainable men's and women's professional game:** Ensure the long-term health of the professional game by developing players for club and country, and inspiring and engaging fans.
- **Win the battle for attention:** Get more people attending, watching and following cricket, more often.

6.2.2 Norfolk Cricket Foundation Countywide Plan

The Foundation's strategy for 2025 - 2029 *A Game for Everyone* (2025) is closely aligned to the ECB strategy and contains the following priorities and activities:

Sustainable and thriving community cricket clubs: This includes:

- Rollout of ECB Club Development Framework. Creating safe and welcoming cricket clubs.
- Continued growth in Women and Girls cricket. Increase the number of cricket clubs providing girls teams.
- Countywide support of open age leagues and competitions across the county
- Help clubs and communities retain, train and reward volunteers. Inspire a new generation of volunteers.
- Support continued facility developments in line with the countywide facilities strategy.
- Develop a new wave of coaches, officials and grounds people through a comprehensive recruitment, training and development programme.
- Cricket clubs at the heart of the community providing all-inclusive cricket.

A clear player pathway for boys and girls in Norfolk Cricket: This includes:

- Support and delivery of an inclusive junior softball and hardball cricket league programme.
- Delivery, management and administration of the ECB Early Engagement Programme.
- Delivery, management and administration of primary and secondary school Successful cricket competitions.
- Delivery, management and administration of a successful County Age Group Programme.
- Successful Men's and Women's Norfolk County teams.
- Close links and partnerships with professional organisations and counties.
- Create a pathway for Disability Cricket.
- Growth, support and administration of ECB National Programmes.

Making cricket accessible by breaking down barriers: This includes:

- Develop sustainable participation.
- Continue to remove barriers for aspiring cricketers of all backgrounds.
- Striving for diverse representation in every part of the game.
- Delivering a quality County-Age-Group programme that enhances player development.
- Use cricket as the tool to address and deliver societal priorities including health and wellbeing.
- Use cricket as the tool to meet Educational priorities and needs.
- Get new people interested in cricket by engaging new audiences.

Connect communities through cricket: This includes:

- Support Lord's Taverners SEND schools delivery.
- Increase the presence of Cricket in state schools.
- Support and delivery of Charitable Partners programmes and initiatives.
- Increase the opportunities to develop non-traditional forms of cricket.
- Support Chance to Shine schools delivery including Lower Socio Economic Groups.

6.2.3 Neighbouring local authorities

Pitch needs assessments in neighbouring local authorities highlighted the following:

East Cambridgeshire

The '*East Cambridgeshire Playing Pitch Strategy*' (2020) identifies that supply and demand for pitches is currently balanced and that additional capacity will be required to meet future needs.

Fenland

The '*Fenland Playing Pitch Strategy 2016 - 2031*' (2016) identifies that there is current and projected future spare capacity of cricket pitches.

South Holland

The '*South Holland Playing Pitch Strategy*' (2019) identifies that there is a shortfall of cricket pitch provision in the district and that additional capacity will be required to meet future needs.

North Norfolk

The '*North Norfolk Playing Pitch Strategy*' (2019) identifies 'a buoyant youth sector, and stable demand for adult play'. Demand from an additional 28 teams is projected by 2036, some of which will need to be met with additional pitch capacity.

Breckland

Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected pitch needs.

West Suffolk

The '*West Suffolk Playing Pitch Assessment*' (2022) identifies that supply and demand for pitches is currently balanced and that additional capacity will be required to meet future needs.

6.2.4 Implications of the strategic context

The implications of the strategic context for cricket in Kings Lynn and West Norfolk are as follows:

- ***Local corporate priorities:*** Given the increasing limitations on public finances, demonstrating the role Cricket can play in delivering wider agendas such as health and wellbeing is a key requirement for attracting investment.
- ***Planning policy:*** Whilst local planning policy is supportive of the retention and provision of playing pitches, including those for Cricket, the current work on the PPS will provide a methodologically robust basis for determining current and future needs.
- ***Policy shifts:*** The move in national sports policy towards prioritising new participants will create a challenge for Cricket to demonstrate that it can attract new and lapsed participants.

- **Junior Cricket:** Growth: of junior cricket (boys and girls) remains a key priority area for the ECB and Norfolk Cricket Foundation. Creating a clear pathway from junior cricket through to open-age senior cricket for boys and girls is crucial to the sustainability of cricket within the area. Therefore it is pivotal that facilities are welcoming environments for families and can accommodate the needs of the users as this can be a barrier to participation. Current participation by clubs in junior programmes is as follows:

Table 53: Involvement by clubs in Kings Lynn and West Norfolk in junior cricket programmes

Club	All Stars	Dynamos	Junior Cricket
Bircham Cricket Club	No	No	Yes
Castle Acre Cricket Club	No	No	Yes
Castle Rising Cricket Club	No	No	No
Denver Cricket Club	Yes	Yes	Yes
Dersingham Cricket Club	No	No	No
Downham Stow Cricket Club	Yes	Yes	Yes
Grimston Cricket Club	Yes	No	Yes
Hockwold Cricket Club	Yes	No	Yes
North Runciton Cricket Club	Yes	Yes	Yes
Rudham and District CC	No	No	No
Sandringham Cricket Club	No	No	Yes
Snettisham Cricket Club	Yes	Yes	Yes
Thornham Cricket Club	Yes	Yes	Yes
Terrington St. Clement CC	No	No	No

- **Women and Girls:** Expansion of female participation in cricket is a key objective of the ECB and the Norfolk Cricket Foundation will lead to a significant increase in participation. This will require additional pitches and new and/or improved changing pavilions.

6.3 Cricket demand in Kings Lynn and West Norfolk

6.3.1 Expressed demand

The information on cricket clubs and teams based in Kings Lynn and West Norfolk was supplied by the ECB through its 'Play Cricket' database, cross-referenced to a local clubs survey. A questionnaire survey was circulated by the Norfolk Cricket Board to all affiliated clubs in the borough. The following nine clubs responded, collectively representing 56 teams, or 75.7% of all the 74 affiliated teams in the Borough.

- Bircham Cricket Club
- Castle Acre Cricket Club
- Castle Rising Cricket Club
- Downham Stow Cricket Club
- Grimston Cricket Club
- North Runciton Cricket Club
- Sandringham Cricket Club
- Snettisham Cricket Club
- Terrington St. Clement Cricket Club

The following affiliated clubs play in Kings Lynn and West Norfolk:

Table 54: Cricket clubs and teams in Kings Lynn and West Norfolk

Club	Home Ground(s)	Open age teams	Adult female teams	Mixed junior teams	Junior female teams
Bircham Cricket Club	Bircham Playing Field	7	1	6	0
Castle Acre Cricket Club	Castle Acre Playing Field	3	0	1	0
Castle Rising Cricket Club	Castle Rising Playing Field	4	0	0	0
Denver Cricket Club	Denver Playing Field	6	0	5	2
Dersingham Cricket Club	The Pastures, Dersingham	1	0	0	0
Downham Stow Cricket Club	Stow Hall Memorial Playing Field, Downham	10	2	7	1
Grimston Cricket Club	Grimston Cricket Ground	3	2	2	1
Hockwold Cricket Club	Hockwold Cricket Club	5	0	4	4
North Roughton Cricket Club	North Roughton Cricket Club	6	4	8	1
Rudham and District CC	East Rudham Playing Field	1	0	0	0
Sandringham Cricket Club	Sandringham Estate	4	0	3	0
Snettisham Cricket Club	Snettisham Playing Field	6	3	4	1
Thornham Cricket Club	Thornham Playing Field	7	0	3	0
Terrington St. Clement CC	Terrington Recreation Ground	1	0	0	0
TOTALS	-	64	12	43	10

The number of teams by sub-area is as follows:

Table 55: Cricket clubs and teams in Kings Lynn and West Norfolk by sub-area

Sub-area	Open age teams	Adult female teams	Mixed junior teams	Junior female teams
Hunstanton and surrounds	26	4	8	1
Kings Lynn and surrounds	15	6	18	2
Downham Market and Surrounds	23	2	17	7
KL & WEST NORFOLK	64	12	43	10

6.3.2 Changes since 2023

Team numbers in 2022 compare with the current figures (2025) as follows:

- **District summary:**

Table 56: Changes in cricket team numbers in Kings Lynn and West Norfolk 2021-2025

Season	Open age teams	Adult female teams	Mixed junior teams	Junior female teams
2022	45	4	36	2
2025	64	12	43	10
Change	+19	+8	+7	+8

- **Changes at club level:**

Table 57: Club level changes in football team numbers in Kings Lynn and West Norfolk 2021-2025

Club	Year/change	Open age teams	Adult female teams	Mixed junior teams	Junior female teams	TOTAL
Bircham Cricket Club	2022	4	1	6	0	11
	2025	7	1	6	0	14
	Change	+3	0	0	0	+3
Boughton Cricket Club	2022	1	0	0	0	1
	2025	0	0	0	0	0
	Change	-1	0	0	0	-1
Castle Acre Cricket Club	2022	3	0	0	0	3
	2025	3	0	1	0	4
	Change	0	0	+1	0	+1
Castle Rising Cricket Club	2022	4	0	0	0	4
	2025	4	0	0	0	4
	Change	0	0	0	0	0
Denver Cricket Club	2022	3	0	4	0	7
	2025	6	0	5	2	13
	Change	+3	0	+1	+2	+6
Dersingham Cricket Club	2022	1	0	0	0	1
	2025	1	0	0	0	1
	Change	0	0	0	0	0
Downham Stow Cricket Club	2022	5	1	7	0	13
	2025	10	2	7	1	20
	Change	+5	+1	0	+1	+7
Grimston Cricket Club	2022	1	0	1	1	3
	2025	3	2	2	1	8
	Change	+2	+2	+1	0	+5
Hockwold Cricket Club	2022	3	0	3	0	6
	2025	5	0	4	4	13
	Change	+2	0	+1	+4	+7
North Runcton Cricket Club	2022	5	0	5	1	11
	2025	6	4	8	1	19
	Change	+1	+4	+3	0	+8
Rudham and District CC	2022	1	0	0	0	1
	2025	1	0	0	0	1
	Change	0	0	0	0	0
Sandringham Cricket Club	2022	4	0	3	0	7
	2025	4	0	3	0	7
	Change	0	0	0	0	0
Snettisham Cricket Club	2022	4	2	5	0	11
	2025	6	3	4	1	14
	Change	+2	+1	-1	+1	+3

<i>Club</i>	<i>Year/change</i>	<i>Open age teams</i>	<i>Adult female teams</i>	<i>Mixed junior teams</i>	<i>Junior female teams</i>	<i>TOTAL</i>
Thornham Cricket Club	2022	5	0	2	0	7
	2025	7	0	3	0	10
	Change	+2	0	+1	0	+3
Terrington St. Clement CC	2022	1	0	0	0	1
	2025	1	0	0	0	1
	Change	0	0	0	0	0

The number of cricket teams in the borough increased from 87 in 2022 to 127 in 2025, a 48.3% increase.

6.3.2 Displaced demand

Displaced demand relates to play by teams or other users of playing pitches from within the study area which takes place outside of the area and vice versa. There is no evidence of any displaced demand for cricket in Kings Lynn and West Norfolk.

6.3.3 Unmet demand

Unmet demand takes a number of forms:

- Teams may have access to a pitch for matches but nowhere to train or vice versa.
- Some pitches may be unavailable to the community.
- The poor quality and consequent limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

There is no evidence of any unmet demand for cricket in the borough at present.

6.3.4 Latent demand

Whereas unmet demand is known to currently exist, latent demand is demand that evidence suggests may be generated from a population if they had access to more or better provision. There is no evidence of any latent demand for cricket in Kings Lynn and West Norfolk.

6.4 Cricket supply in Kings Lynn and West Norfolk

6.4.1 Cricket facilities quantity

Provision of cricket pitches in Kings Lynn and West Norfolk is set out below. The pitches included in the analysis are defined as natural grass or non-turf pitches (shown in brackets).

- **Available for community use and used:**

Table 59: Cricket pitches with community use and used in Kings Lynn and West Norfolk

Site	Address	Pitches	Wickets	Sub-area
Bircham Playing Field	Church Lane, Great Bircham PE31 6XJ	1	8(1)	Hunstanton
Castle Acre Playing Field	St. James Green, Castle Acre PE32 2BD	1	8	Downham Market
Castle Rising Playing Field	Old Hunstanton Rd, Castle Rising PE31 6DZ	1	6	Kings Lynn
Denver Playing Field	Nightingale Walk, Denver PE38 0DS	1	8	Downham Market
East Rudham Playing Field	School Road, East Rudham PE31 8GN	1	4	Hunstanton
Grimston Cricket Ground	Congham Hall, Grimston PE32 1AH	1	5(1)	Kings Lynn
Hockwold Cricket Club	Main Street, Hockwold IP26 4LW	1	10(1)	Downham Market
Memorial Playing Field	Lynn Road, Downham Market PE38 9QE	1	10(1)	Downham Market
North Runcton Cricket Club	New Road, North Runcton PE33 0RA	1	12	Kings Lynn
Sandringham Cricket Club	Sandringham Estate, Sandringham PE35 6EH	1	10	Hunstanton
Snettisham Cricket Club	Old Church Road, Snettisham PE31 7LX	1	9	Hunstanton
Stow Hall Cricket Ground	Stow Bardolph PE34 3HU	1	10	Downham Market
Terrington Memorial Playing Field	Churchgate Way, Terrington St. Clement PE34 4PG	1	10	Kings Lynn
The Pastures	Manor Road, Dersingham PE31 6LN	1	8	Hunstanton
Thornham Recreation Ground	High Street, Thornham PE36 6LX	1	6	Hunstanton
TOTAL	-	15	124(4)	-

- **Pitches where use has recently been discontinued:** These are as follows:

Table 60: Cricket pitches where use has recently been discontinued in Kings Lynn and West Norfolk

Site	Address	Pitches	Wickets	Sub-area
Hall House Cricket Field	Wretton Road, Boughton PE33 9AJ	1	4	Downham Market
Hovells Lane Recn Ground	Hovells Lane, Northwold IP26 5LX	1	6	Downham Market
Hunstanton Recn Ground	Greevegate, Hunstanton PE36 6AE	1	(1)	Hunstanton
River Lane Playing Field	Greenpark Avenue, King's Lynn PE30 2NB	1	(1)	Kings Lynn
Station Road Playing Fields	Station Road, Heacham PE31 7EX	1	8	Hunstanton
William Marshall Centre	Hernside, Welney PE14 9SD	1	(1)	Downham Market
TOTAL	-	6	18(3)	-

- **Not available for community use:**

Table 61: Cricket pitches not available for community use in Kings Lynn and West Norfolk

Site	Address	Pitches	Wickets
Glebe House School	Cromer Road Hunstanton PE36 6HW	1	4
Iceni Academy	Stoke Road, Methwold IP26 4PE	1	(1)
King Edward VII Academy	Gaywood Road, King's Lynn PE30 2QB	2	6(1)
King's Lynn Academy	Queen Mary Road, King's Lynn PE30 4QG	1	(1)
Marshland High School	School Road, West Walton PE14 7HA	1	(1)
St. Clements High School	Churchgate Way, Terrington St. Clement PE34 4LZ	1	(1)
TOTAL	-	7	10(5)

- **Provision by sub-area:** Pitches with community use and used by sub-area are as follows:

Table 62: Cricket pitches by sub-area in Kings Lynn and West Norfolk

Sub-area	Population	No. Pitches	Pitches per capita	No. wickets	Wickets per capita
Hunstanton	28,316	6	1: 4,719	42	1: 674
Kings Lynn	67,643	4	1: 16,911	31	1: 2,128
Downham Market	55,286	5	1: 11,057	52	1: 1,063
KL & WEST NORFOLK	151,245	15	1: 10,083	125	1: 1,210

6.4.2 Cricket facilities quality

The qualitative analysis of cricket pitches and facilities in Kings Lynn and West Norfolk involved visits to all cricket pitches during the playing season, to undertake the non-technical visual inspections produced by the ECB for Sport England's 'Playing Pitch Strategy Guidance' (2013). The assessment evaluated the condition of:

- **Grass wickets:** This includes presence of line markings, evidence of rolling, grass cut and height, repaired wickets, grass coverage and ball bounce.
- **Outfield:** This includes grass coverage, length of grass, evenness and evidence of unofficial use or damage to the surface.
- **Non-turf pitches:** This includes integration with the surrounding grass, evenness, stump holes any evidence of moss, tears or surface lifting and ball bounce.
- **Changing facilities:** This includes the presence or absence of umpires' provision, toilets, hot/cold water, heating and an assessment of the condition of the building.
- **Non-turf practice nets:** This includes integration with the surrounding grass, surface quality, ball bounce, safety and integrity of the steel frame and nets and safety signage.

The assessment generates a 'score' for each site. The percentage scores generated equate to ratings of 'Good' for scores of 81% or more (shaded green in the table below) 'Standard' for scores of 80% - 51% (shaded yellow in the table below) and 'Poor' for scores of 50% or below (denoted by shaded red in the table below). Blank cells in the table mean that the feature concerned is absent from the site in question. The scores are as follows:

Table 63: Cricket pitches in Kings Lynn and West Norfolk: Quality audit

Site	Wicket	Non-turf	Outfield	Changing	Practice nets
Bircham Playing Field	Standard	Good	Standard	Good	Good
Castle Acre Playing Field	Good	None	Poor	Good	Poor
Castle Rising Playing Field	Standard	None	Good	Standard	Standard
Denver Playing Field	Standard	None	Standard	Good	Standard
East Rudham Playing Field	Standard	None	Standard	Standard	Poor
Grimston Cricket Ground	Standard	Good	Standard	Good	Good
Hockwold Cricket Club	Good	Good	Standard	Good	Poor
Memorial Playing Field	Good	Good	Good	Good	Good
North Runcton Cricket Club	Good	None	Good	Good	Good
Sandringham Cricket Club	Good	None	Standard	Standard	Good
Snettisham Cricket Club	Standard	None	Good	Standard	Poor
Stow Hall Cricket Ground	Good	None	Good	Good	Good
Terrington Memorial Playing Field	Standard	None	Standard	Standard	Standard
The Pastures, Dersingham	Standard	None	Standard	Good	None
Thornham Recreation Ground	Standard	None	Standard	Standard	Standard

6.4.3 Pitch carrying capacity

The carrying capacity of pitches is related to their quality and is expressed as the number of 'match equivalents' that can be accommodated each season. The *Playing Pitch Strategy Guidance* indicates the following seasonal carrying capacities for cricket pitches:

- A 'good' quality wicket will accommodate five matches per season, a 'standard' quality wicket will accommodate four and a 'poor' quality wicket will accommodate none.
- 'Good' and 'Standard' quality non-turf pitches accommodate 60 matches per season and a 'poor' quality wicket will accommodate none.
- The seasonal pitch carrying capacity of each cricket site in Kings Lynn and West Norfolk is as follows:

The pitch carrying capacity of each site with cricket pitches with community use in Kings Lynn and West Norfolk, expressed in seasonal match equivalents, is as follows:

Table 64: Cricket pitches in Kings Lynn and West Norfolk: Carrying capacity

<i>Site</i>	<i>Grass wickets</i>	<i>Artificial wickets</i>	<i>Total capacity</i>
Bircham Playing Field	8	1	92
Castle Acre Playing Field	8	0	40
Castle Rising Playing Field	6	0	24
Denver Playing Field	8	0	32
East Rudham Playing Field	4	0	16
Grimston Cricket Ground	5	1	80
Hockwold Cricket Club	10	1	110
Memorial Playing Field	10	1	110
North Runcton Cricket Club	12	0	60
Sandringham Cricket Club	10	0	50
Snettisham Cricket Club	9	0	36
Stow Hall Cricket Ground	10	0	50
Terrington Memorial Playing Field	10	0	40
The Pastures, Dersingham	8	0	32
Thornham Recreation Ground	6	0	24
TOTALS	124	4	796

6.4.4 Pitch maintenance

The pitches owned and managed by local sports clubs are all maintained by the clubs themselves. This involves a combination of paid grounds staff, external contractors and volunteer help. Council-owned pitches are maintained by the Council's in-house grounds maintenance staff.

6.4.5 Ownership, management and security of access

The ownership, management and security of community access of all cricket pitch sites in Kings Lynn and West Norfolk is detailed below. Security of access refers to the extent to which community use of the site is protected (through public ownership, planning policy ownership covenants etc.), rather than the security of tenure of specific club users. The pitches not available for community use, listed in section 6.4.1 above, are all owned and managed by the schools concerned.

Table 65: Cricket pitches in Kings Lynn and West Norfolk: Ownership, management and security of access

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Security of access</i>
Bircham Playing Field	Sandringham Estate	Bircham Cricket Club	Secured
Castle Acre Playing Field	Castle Acre Parish Council	Castle Acre CC/Castle Acre Playing Field Assoc.	Secured
Castle Rising Playing Field	Fields in Trust	Castle Rising Cricket Club	Secured
Denver Playing Field	Denver Parish Council	Denver Parish Council	Secured
East Rudham Playing Field	East Rudham Parish Council	Rudham and District CC	Secured
Grimston Cricket Ground	Congham Hall	Grimston Cricket Club	Secured
Hockwold Cricket Club	Fields in Trust	Hockwold Cricket Club	Secured

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Security of access</i>
Memorial Playing Field	KL&WNBC	Downham Stow CC/Downham Sports Federation	Secured
North Runcton Cricket Club	North Runcton Cricket Club	North Runcton Cricket Club	Secured
Sandringham Cricket Club	Sandringham Estate	Sandringham Cricket Club	Secured
Snettisham Cricket Club	Snettisham Parish Council	Snettisham Cricket Club	Secured
Stow Hall Cricket Ground	Stow Estates	Downham Stow Cricket Club	Secured
Terrington Memorial Playing Field	Terrington Parish Council	Terrington St. Clement CC/ Terrington Parish Council	Secured
The Pastures, Dersingham	Sandringham Estate	Dersingham Parish Council	Secured
Thornham Recreation Ground	Thornham Parish Council	Thornham Cricket Club	Secured

6.4.6 Geographical distribution

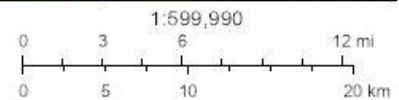
The geographical distribution of cricket pitches in Kings Lynn and West Norfolk has been assessed by identifying catchments to illustrate local level accessibility. This is based on the results of the clubs' survey, which identifies 15-minutes travel time as the typical maximum. Based upon this, the map overleaf shows that the entire local population is within the catchment of at least one pitch.

KINGS LYNN & WEST NORFOLK Cricket Pitches 15 Minutes Drive



8/17/2022

- CRICKET PITCHES 15 MINS DRIVE
- 15.0 Minutes
- KINGS LYNN, HUNSTANTON, DOWNHAM MARKET SUB AREAS
- KINGS LYNN AND WEST NORFOLK DISTRICT BOUNDARY



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6.5 The views of local stakeholders

6.5.1 Norfolk Cricket Foundation

The Norfolk Cricket Foundation exists to develop the game of cricket in Norfolk. Its ambition is to retain and increase participation across all pillars of the game. Consultation with the Norfolk Cricket Board highlighted that:

- There are 14 clubs with a good geographical spread in the borough, although there is no club in Kings Lynn.
- The Foundation remains committed to supporting all cricket clubs within the borough. The Board are especially keen to work with clubs who are seeking to grow and expand Junior Sections and/or Women and Girls Sections.
- Women and Girls cricket continue to grow steadily in the area with significant increases since 2022. One of the key focuses over the next few years is to grow the number of Girls teams participating in cricket clubs in the borough.
- The Foundation will also seek to support clubs with general club development and facility enhancement projects. Current priorities include new pavilions at Sandringham CC, Snettisham CC and Thornham CC.
- There is a general shortage of indoor net facilities in the borough, although two nets have been installed in the sports hall at King Edward VII Academy in Kings Lynn, which now host an indoor softball cricket league as part of an MCC Foundation Hub.

6.5.2 Downham Stow Cricket Club

The club made the following comments:

- 'We have two lovely grounds, we do though have issues with dog fouling at the Memorial Ground. The net situation in the West of the County is limited and expensive. Somewhere with good quality nets would be wonderful. At the moment we are limited because of the availability and cost of average facilities'.
- 'Winter nets are difficult as the facilities at Downham aren't great (don't like us using mats/hall not long enough/very expensive)'.

6.5.3 Grimston Cricket Club

The club made the following comments:

- 'We have been hugely helped by CIL funding in renovating our existing facilities, this is the first step towards growing our club and attracting new players. We hope that eventually we will be able to reach a point where we grow organically and can retain and attract coaches and volunteers, however council funding until we reach this point would be appreciated. Norfolk Cricket Board have also been hugely helpful'.

- ‘We have a CIL funding application currently submitted for a new shed - this will help us to store our kids coaching equipment and offer better facilities for supporters. We can then offer individual gender lavatories which will help to attract female players. As always, any help to promote our initiatives or gain sponsorship would be appreciated’.
- ‘Cricket in West Norfolk is dominated by North Runcton, a huge club with great facilities. Everyone else struggles to compete, which is understandable. The smaller clubs are trying to help ourselves, but we lack the clout and financial backing to grow at any serious pace. Anything the council can do to support the remaining clubs would be hugely appreciated - attracting sponsors and attracting new players are the two biggest issues we have - for example local inter-school competitions are hosted at North Runcton, this entrenches their position’.

6.5.4 North Runcton Cricket Club

The club made the following comments:

- ‘We are self-funded and grateful to generous sponsors but never entirely financially comfortable, whilst not challenged - we run a tight ship with full-on budgeting and with access when possible to Grant and ECB loan support. We would like to improve links with schools in the Borough and would enjoy indoor winter nets opportunities’.
- ‘We have a constant plan to modernise, improve and add clubhouse facilities, when finances permit as well as focussing on our pitch, grounds and practice facilities which are fundamental to our future growth and success’.

6.5.5 Sandringham Cricket Club

The club commented that ‘we would like to increase membership at all levels with are main current objective being ladies junior and adult cricket’.

6.5.6 Snettisham Cricket Club

The club made the following comments:

- ‘We have lost a lot of junior players during the covid pandemic as they have now found something else to do in their spare time. This is having an impact on games played as there are not enough junior teams to play. Why turn up to training if there are no games to play? Vicious circle really. We think it will take a long time to build up the club again. We are trying to run All Stars and Dynamos to entice youngsters back to cricket’.
- ‘We are trying to fund new nets as they are facing in the wrong direction according to the ECB’.
- ‘The trustees of the pavilion are working towards funding for a brand new building - Snettisham Pavilion Restoration Project. It is going to cost in the region of £500,000’.

6.5.7 Terrington St. Clement Cricket Club

The club made the following comments:

- ‘We are currently going through a change with younger members replacing the older members (just naturally, not a coup.....). We are losing our big money raising evening this year. We are continually overlooked when we apply for grants. We tried to set up youth coaching and ladies softball post World-Cup then covid hit and we haven't really got back on our feet’.
- ‘We have had problems gaining access to the pavilion where the changing rooms/showers/kitchen etc. facilities are housed. Most teams nowadays just get changed by the cars as it is 100 yards from the pitch. There is no need for a kitchen as no teas are required’.
- ‘Cricket is dying in Norfolk. There is no pathway for juniors to go further in the sport if you live outside of Norwich due to biased quotas. The big teams suck up the juniors then don't play them so they get lost. The football season being nearly 12 months a year is a major problem. Cricket isn't even an option in local schools’.

6.6 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which cricket facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- There are a number of thriving cricket clubs in the borough, but participation rates in the borough have fallen in recent times, with five facilities no longer in use.
- The recently introduced Allstars and Dynamos cricket programmes are aimed at primary school-aged children and have been successful in attracting the next generation of players.

6.6 Changes since 2023

There have been a number of significant changes since 2023:

- The total number of cricket teams in the borough has grown from 87 in 2022 to 127 in 2025, a 48.3% increase.
- Women and girl's cricket has grown rapidly in the borough, with the number of women's teams increasing threefold and the number of junior girl's teams increasing fivefold since 2022.
- A non-turf pitch has been provided at Downham Stow CC.
- The use of the pitch at Hall House Cricket Field in Boughton has been discontinued since 2022, taking four standard quality wickets out of the used supply.
- Clubhouse improvements have been implemented at Castle Rising CC, Grimston CC and North Runcton CC.
- Practice nets improvements have been made at Bircham CC and Downham Stow CC.

6.7 The implications for cricket in Kings Lynn and West Norfolk

Analysis of local supply of cricket pitches in Kings Lynn and West Norfolk indicates the following:

- **Pitch quality:** The quality of pitches is generally rated as at least ‘standard’. No pitches are rated as ‘poor’ quality.
- **Shared usage:** Several sites with cricket pitches are also used for football and this causes problems for both sports in the seasonal overlap periods (April-May and August-September).

6.8 Assessment of current needs

6.8.1 The basis of the assessment

To assess whether the current supply of pitches is adequate to meet existing demand an understanding of the situation at all sites available to the community needs to be developed. This is achieved by providing a brief overview for each site, which comprises:

- A comparison between the carrying capacity of a site with how much demand currently takes place there. The carrying capacity of a site is defined as the amount of play it can regularly accommodate without adversely affecting its quality and use. Demand is defined in terms of the number of ‘match equivalent sessions’ per season at each site.
- An indication of the extent to which pitches are being used during their peak periods. The site overviews identify the extent to which pitches are:
- **Being overplayed:** Where use exceeds the carrying capacity (highlighted in red below).
- **Being played to the level the site can sustain:** Where use matches the carrying capacity (highlighted in yellow in the tables below).
- **Potentially able to accommodate some additional play:** Where use falls below the carrying capacity (highlighted in green in the tables below).

In line with ECB guidance, the following assumptions have been made in relation to the number of weekly match equivalents that can be accommodated by different quality pitches:

- Overall capacity is expressed as match equivalents per **season**, as opposed to per **week** for all other pitch types.
- The number of wickets at each site is shown below.
- The supply-demand balance for grass and artificial turf wickets respectively have been assessed separately because there is little or no use of artificial wickets by adult teams, with use confined to junior teams.
- In line with the guidance it has been assumed that a ‘good’ quality grass wicket will accommodate five matches per season, a ‘standard’ quality wicket will accommodate four and a ‘poor’ quality wicket will accommodate no play.

- ‘Good’ and ‘standard’ quality non-turf pitches will accommodate 60 matches per season and the additional capacity that they provide is analysed in a separate table.
- Adult teams typically play ten home games per season and junior teams typically play seven home games per season.
- Aspects of each site shaded in red indicate a deficiency, those shaded in yellow indicate that supply and demand are balanced and those shaded in green have some spare capacity.

6.7.2 Grass wickets

Table 66: Cricket pitches in Kings Lynn and West Norfolk: Grass pitch supply - demand balance

<i>Site</i>	<i>Users</i>	<i>Seasonal capacity</i>	<i>Seasonal demand</i>	<i>Seasonal balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Bircham Playing Field	Bircham Cricket Club	32	70	-38	1	1	Balanced
Castle Acre Playing Field	Castle Acre Cricket Club	40	37	+3	1	1	Balanced
Castle Rising Playing Field	Castle Rising Cricket Club	24	40	-16	1	1	Balanced
Denver Playing Field	Denver Cricket Club	32	109	-77	1	1	Balanced
East Rudham Playing Field	Rudham and District CC	16	10	+6	1	1	Balanced
Grimston Cricket Ground	Grimston Cricket Club	20	20	Balanced	1	1	Balanced
Hockwold Cricket Club	Hockwold Cricket Club	50	106	-56	1	1	Balanced
Memorial Playing Field	Downham Stow Cricket Club	50	60	-10	1	1	Balanced
North Runcton Cricket Club	North Runcton Cricket Club	60	90	-30	1	1	Balanced
Sandringham Cricket Club	Sandringham Cricket Club	50	61	-11	1	1	Balanced
Snettisham Cricket Club	Snettisham Cricket Club	36	125	-89	1	1	Balanced
Stow Hall Cricket Ground	Downham Stow Cricket Club	50	60	-10	1	1	Balanced
Terrington Memorial Playing Field	Terrington St. Clement CC North Runcton CC	40	20	+20	1	1	Balanced
The Pastures, Dersingham	Dersingham Cricket Club	32	10	+12	1	1	Balanced
Thornham Recreation Ground	Thornham Cricket Club	24	91	-67	1	1	Balanced
TOTALS	-	572	909	-337	15	15	Balanced

The supply-demand balance of grass cricket pitches by sub-area is as follows:

Table 67: Cricket pitches in Kings Lynn and West Norfolk: Grass pitch supply - demand balance by sub-area

<i>Sub-area</i>	<i>Seasonal capacity</i>	<i>Seasonal demand</i>	<i>Seasonal balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hunstanton	190	367	-177	6	6	Balanced
Kings Lynn	144	170	-26	4	4	Balanced
Downham Market	238	372	-134	5	5	Balanced
KL & WEST NORFOLK	572	909	-337	15	15	Balanced

The key findings are as follows:

- There is a collective seasonal deficit of 337 match equivalent sessions.
- Ten sites show a seasonal deficit although peak usage in the borough is balanced.
- The sub-area analysis shows a large seasonal deficit is in all areas.

6.7.3 Non-turf pitches

Table 68: Cricket pitches in Kings Lynn and West Norfolk: Non-turf pitch supply - demand balance

<i>Site</i>	<i>Users</i>	<i>Seasonal capacity</i>	<i>Seasonal demand</i>	<i>Seasonal balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Bircham Playing Field	Bircham Cricket Club	60	52	+8	1	1	Balanced
Grimston Cricket Ground	Grimston Cricket Club	60	51	+9	1	1	Balanced
Memorial Playing Field	Downham Stow Cricket Club	60	56	+4	1	1	Balanced
North Runcton Cricket Club	North Runcton Cricket Club	60	63	-3	1	1	Balanced
TOTALS	-	240	222	+18	4	4	Balanced

The supply-demand balance of artificial turf cricket wickets by sub-area is as follows:

Table 69: Cricket pitches in Kings Lynn and West Norfolk: Non-turf pitch supply - demand balance by sub-area

<i>Sub-area</i>	<i>Seasonal capacity</i>	<i>Seasonal demand</i>	<i>Seasonal balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hunstanton	60	52	+8	1	1	Balanced
Kings Lynn	120	114	+6	2	2	Balanced
Downham Market	60	56	+4	1	1	Balanced
KL & WEST NORFOLK	240	222	+18	4	4	Balanced

The key findings are as follows:

- There is collective seasonal spare capacity of 18 match equivalent sessions.
- Peak usage is balanced in the borough as a whole.

6.8 Assessment of future needs

6.8.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

6.8.2 Potential changes in demand

Changes in demand for cricket in the future can be modelled on a trend-based projection.

- **Expressed demand:** The total number of cricket teams in the borough has grown from 87 in 2022 to 127 in 2025, a 48.3% increase. This level of growth is likely to have eliminated any unmet or latent demand, so future participation rates are projected to remain at current levels.

6.8.3 Site-specific pressures

Kings Lynn and West Norfolk Borough Council needs to identify sites upon which it can deliver its housing targets. Whilst planning policy offers protection to playing pitches, some sites may be vulnerable unless it can be proved that they are needed to accommodate existing or future shortfalls in supply or serve some other green space functions. At present, the analysis in section 6.7 above shows that all sites are used to capacity in the peak periods, so the case for retention is strong.

6.8.4 Potential changes in supply

There are no known potential changes in cricket pitch supply.

6.8.5 Existing spare capacity

There is no effective spare capacity at peak times based on the assessment.

6.8.6 Future cricket pitch needs

Future cricket pitch needs to 2040 are modelled below using 'Team Generation Rates' (TGRs), which identify how many people in a specified age group in the borough are required to generate one team. These are then applied to projected changes in population to identify the likely number of teams in the future. The projections include provision for the unmet demand identified by local clubs.

Table 70: Cricket Team Generation Rates in Kings Lynn and West Norfolk

- **ONS projections:**

<i>Team type</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Open age	18-55	31,024	64	1: 485	30,779	63	-1
Adult females	18-55	31,373	12	1: 2,614	30,154	12	0
Mixed junior	7-17	9,392	43	1: 218	8,185	38	-5
Junior females	7-17	9,085	10	1: 909	7,446	8	-2

- **Housing projections:**

<i>Team type</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Open age	18-55	31,024	64	1: 485	36,019	74	+10
Adult females	18-55	31,373	12	1: 2,614	36,424	50	+2
Mixed junior	7-17	9,392	43	1: 218	10,904	44	+7
Junior females	7-17	9,085	10	1: 909	10,548	12	+2

6.9 Key findings and issues

6.9.1 What are the main characteristics of current supply and demand?

- **Expressed demand:** The number of cricket teams in the borough increased from 87 in 2022 to 127 in 2025, a 48.3% increase.
- **Pitch quality:** The quality of pitches is generally rated as at least 'standard'. No pitches are rated as 'poor' quality.
- **Shared usage:** Several sites with cricket pitches are also used for football and this causes problems for both sports in the seasonal overlap periods (April-May and August-September).

6.9.2 Is there enough accessible and secured community use to meet current demand? **NO**

- **Seasonal pitch capacity:** There is a seasonal deficit for grass wickets at secured sites of 337 match equivalent sessions. This is marginally offset by collective seasonal spare capacity of 18 match equivalent sessions at artificial turf pitches.
- **Peak time pitch capacity:** Peak time pitch capacity is balanced.

6.9.3 Is the accessible provision of suitable quality and appropriately maintained? **YES, MOSTLY**

All pitches are at least 'standard' quality, but the outfield at Castle Acre CC is poor quality as are the practice nets at Castle Acre CC, East Rudham CC, Hockwold CC and Snettisham CC.

6.9.4 What are the main characteristics of future supply and demand?

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Changes in demand:** Projecting future need based on current demand patterns, including the estimate of current unmet demand by local clubs is a reasonable basis for forecasting.
- **Changes in supply:** There are no known changes in cricket pitch supply.

- **Existing spare capacity:** There is no peak time spare capacity as present.
- **Future needs:** Based upon the above factors, in the case of the lower population estimate there will be a small reduction in demand for cricket by 2040, equivalent to eight fewer teams or 59 seasonal match equivalent sessions. In the case of the higher population estimate, there will be an increase in demand by 21 teams or 183 seasonal match equivalent sessions.

6.9.5 Is there enough accessible and secured provision to meet future demand? **NO** - There is no effective spare capacity at present.

There is insufficient accessible and secured provision to meet future demand at present, but additional capacity could be created in five ways:

- **New pitch provision:** Securing the provision of additional pitches at part of new housing developments in the borough.
- **Reinstating existing pitches:** There are disused pitches at Hall House Field, Hovells Lane Recreation Ground, Hunstanton Recreation Ground, River Lane Playing Field, Station Road Playing Field and the William Marshall Centre that could be reinstated and which would add 72 seasonal grass pitch match equivalent sessions and 180 seasonal non-turf pitch match equivalent sessions.
- **Pitch quality improvements:** If the 'standard' quality pitches at Bircham Playing Field, Castle Rising Playing Field, Denver Playing Field, East Rudham Playing Field, Grimston Cricket Ground, Snettisham Cricket Club, Terrington Memorial Playing Field, The Pastures and Thornham Recreation Ground were upgraded to 'good' quality, it would add 64 seasonal match equivalent sessions to seasonal capacity.
- **Installation of non-turf pitches:** Installing non-turf pitches at sites like Castle Rising Playing Field, Denver Playing Field, Grimston Cricket Ground, Hockwold Cricket Club, Sandringham Cricket Club, Snettisham Cricket Club, Stow Hall Cricket Ground and Thornham Recreation Ground that are currently used to over capacity would help to expand seasonal carrying capacity for junior play, although would have little impact on peak time provision if provided as part of an existing square.
- **Using pitches on school sites with no community use:** Gaining community access to cricket pitches on school sites would offer some additional capacity, although the quality of pitches is generally below club standards.

6.10 Scenario Testing

6.10.1 Introduction

Based upon the key findings and issues identified above, a number of scenarios have been examined, to identify the optimum approach to addressing needs.

6.10.2 Scenario 1: Increasing capacity by improving the 'standard' quality pitches to 'good' quality.

- **Rationale:** If the ‘standard’ quality pitches at Bircham Playing Field, Castle Rising Playing Field, Denver Playing Field, East Rudham Playing Field, Grimston Cricket Ground, Snettisham Cricket Club, Terrington Memorial Playing Field, The Pastures and Thornham Recreation Ground were upgraded to ‘good’ quality, it would add 64 seasonal match equivalent sessions to seasonal capacity.
- **Advantages:** The advantages of this scenario are as follows:
 - The collective seasonal deficit of 337 match equivalent sessions on grass wickets in the borough would be reduced to 273 seasonal match equivalent sessions.
 - The pitch improvements should be achievable at relatively low cost.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - Additional investment would be required to improve maintenance standards.
 - There would still be a large seasonal capacity deficit.
- **Conclusions:** This scenario should be pursued in conjunction with other options to meet additional cricket pitch demand in Kings Lynn and West Norfolk. The capacity deficits at Sandringham CC and Stow Hall CC would both be eliminated by this option.

6.10.3 Scenario 2: Installation of additional non-turf pitches

- **Rationale:** Installing non-turf pitches at sites like Castle Rising Playing Field, Denver Playing Field, Grimston Cricket Ground, Hockwold Cricket Club, Sandringham Cricket Club, Snettisham Cricket Club, Stow Hall Cricket Ground and Thornham Recreation Ground that are currently used to over capacity would help to expand seasonal carrying capacity for junior play.
- **Advantages:** The advantages of this scenario are as follows:
 - The pitches can be installed at relatively low cost (£12,000 per pitch).
 - They have the potential to accommodate 60 match equivalent sessions per season, or 480 in total if pitches were installed at all sites with a capacity deficit.
 - Pitch maintenance costs are relatively low compared with natural turf.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - Non-turf wickets are used primarily for junior matches, so they would have limited impact on addressing capacity issues in relation to adult play.
 - Unless there is space to accommodate non-turf pitches away from the main square, they would not address peak-time deficiencies because they could not be used simultaneously with the grass wickets.
- **Conclusions:** This scenario should be examined further on a site-by-site basis.

6.10.4 Scenario 3: Increasing capacity by reinstating disused pitches.

- **Rationale:** There are disused pitches at Hall House Cricket Field, Hovells Lane Recreation Ground, Hunstanton Recreation Ground, River Lane Playing Field, Station Road Playing Field and the William Marshall Centre that could be reinstated and which would add 72 seasonal grass pitch match equivalent sessions and 180 seasonal non-turf pitch match equivalent sessions.
- **Advantages:** The advantages of this scenario are as follows:
 - The collective seasonal deficit of 337 match equivalent sessions on grass wickets in the borough would be reduced to 265 seasonal match equivalent sessions.
 - An additional 180 match equivalent sessions would be created on non-turf pitches.
 - Six additional peak time match equivalent sessions would be created.
 - Re-instating the pitches could be achieved at relatively low cost.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - Additional investment would be required to improve maintenance standards.
 - The Heacham site also accommodates football use so there would be fixture clashes during the seasonal overlap periods.
- **Conclusions:** This scenario should be pursued in conjunction with other options to meeting additional cricket pitch demand in Kings Lynn and West Norfolk.

6.10.5 Scenario 4: Using pitches on school sites with no community use

- **Rationale:** There are ten grass wickets and five non-turf pitches at school sites in the borough that have no community at present. Gaining access to these would provide an additional 40 seasonal match equivalent sessions on grass pitches and 300 seasonal match equivalent sessions on non-turf pitches to the available supply (less any use by the schools themselves), which could be particularly useful for junior cricket.
- **Advantages:** The advantages of this scenario are as follows:
 - Up to 340 additional seasonal match equivalent sessions and seven peak time match equivalent sessions would be created.
 - There would be opportunities to establish closer school-club links if community-based clubs were playing on the school site.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - The pitches are already used by the schools so the overall capacity is reduced.
 - The sites are not subject to formal Community Use Agreements so continued access would not be secured.
- **Conclusions:** This scenario offers limited possibilities for meeting additional cricket pitch demand in Kings Lynn and West Norfolk from junior teams.

6.11 Policy recommendations

6.11.1 Introduction

The recommendations in relation to cricket are made in the context of the National Planning Policy Framework (NPPF) paragraph 104, which stipulates that existing open space including playing pitches, should not be built upon unless:

- An assessment has taken place which has clearly shown the open space to be surplus to requirements, or;
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality, in a suitable location, or;
- The development is for alternative sport and recreation provision, the needs for which clearly outweighs the loss.

6.11.2 Protect

Recommendation 1 - Safeguarding existing provision: The Kings Lynn and West Norfolk PPS comprises a robust and evidence-based assessment of current and future needs for cricket in the borough. The PPS identifies a need for all current cricket pitch sites to be retained and protected on the basis of the specific identified roles that each can play in delivering the needs of the sport in Kings Lynn and West Norfolk both now and in the future. It is therefore recommended that planning policies continue to support the retention of all sites based upon the evidence in the PPS. If any pitch sites do become the subject of development proposals, this will only be permissible if they are replaced and meet policy exception E4 of Sport England's Playing Fields Policy. This states that 'the playing field or playing fields which would be lost as a result of the proposed development must be replaced by a playing field or playing fields of an equivalent or better quality and of equivalent or greater quantity, in a suitable location and subject to equivalent or better management arrangements, prior to the commencement of development'.

6.11.3 Enhance

Recommendation 2 - Improving existing 'standard' quality pitches: If the pitches at the nine sites are rated as 'standard' quality. If improved to 'good' quality, it would add 64 seasonal match equivalent sessions to seasonal capacity. The capacity deficits at Sandringham CC and Stow Hall CC would be eliminated by this option. It is recommended that the site owners should be supported to improve pitch quality, including the receipt of developer contributions (see below) where the usage capacity would be enhanced.

Recommendation 3 - Developer contributions and external funding (enhancements): Some of the demand for cricket arising from the proposed housing development in Kings Lynn and West Norfolk to 2040 can be accommodated through enhancements to existing pitches and facilities. It is recommended that the site-specific action plan in the Kings Lynn and West Norfolk PPS be used as the basis for determining facility enhancements that demonstrably relate to the scale and location of specific developments and that an appropriate level of financial contributions be sought under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of competing infrastructure demands) and/or through applications for external funding to cover the capital and revenue implications of the enhancements.

6.11.4 Provide

Recommendation 4 - Developer contributions and external funding (new provision):

Some of the extra demand for cricket arising from the proposed housing development in Kings Lynn and West Norfolk to 2040, may need to be accommodated through the provision of new pitches and facilities. It is recommended that an appropriate level of financial contributions be sought under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of competing infrastructure demands) and/or through applications for external funding to provide cricket facilities to meet the future needs identified in the Kings Lynn and West Norfolk PPS.

6.12 Action Plan

6.12.1 Introduction

In the context of the high-level recommendations above, the tables below set out the cricket action plan to guide the implementation of the Study. The abbreviations stand for KL&WNBC - Kings Lynn and West Norfolk ad Borough Council, ECB - England and Wales Cricket Board and NC - Norfolk Cricket. The capital cost estimates are based upon Sport England's 'Facility Costs - Third Quarter of 2024' (2024).

6.12.2 Key strategic actions

Table 71: Key strategic action plan for cricket in Kings Lynn and West Norfolk

<i>Issues</i>	<i>Action</i>	<i>Lead/ Facilitator</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Securing developer contributions	Ensure that policy provision is made to secure developer contributions towards new and improved cricket facilities.	KL&WNBC	Developers Local clubs	Determined by Sport England's New Development Calculator	High

6.12.3 Site specific actions

Table 72: Site-specific action plan for cricket in Kings Lynn and West Norfolk

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Bircham Playing Field	Used to over-capacity on a seasonal basis	Improve pitch to 'good' quality.	Bircham CC	-	Additional maintenance	High
Castle Acre Playing Field	<ul style="list-style-type: none"> • 'Poor' quality outfield • 'Poor' quality practice nets 	<ul style="list-style-type: none"> • Improve outfield to 'standard' quality. • Provide new nets 	Castle Acre CC	Castle Acre Parish Council	Additional maintenance £40,000 for new nets	High
Castle Rising Playing Field	Used to over-capacity on a seasonal basis	<ul style="list-style-type: none"> • Improve pitch to 'good' quality. • Provide a non-turf pitch 	Castle Rising Cricket Club	-	Additional maintenance £12,000 for non-turf pitch	High
Denver Playing Field	Used to over-capacity on a seasonal basis	<ul style="list-style-type: none"> • Improve pitch to 'good' quality. • Provide a non-turf pitch 	Denver Parish Council	Denver CC	Additional maintenance £12,000 for non-turf pitch	High

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
East Rudham Playing Field	'Poor' quality practice nets	Provide new nets	Rudham & District CC	-	£40,000 for new nets	Medium
Grimston Cricket Ground	Used to over-capacity on a seasonal basis	Provide a non-turf pitch	Grimston CC	Congham Hall	£12,000 for non-turf pitch	High
Hockwold Cricket Club	<ul style="list-style-type: none"> Used to over-capacity on a seasonal basis 'Poor' quality practice nets 	Provide new nets	Hockwold CC	-	£40,000 for new nets	Medium
Memorial Playing Field	Used to over-capacity on a seasonal basis	Improve pitch to 'good' quality.	Downham Stow CC	Downham Sports Fed.	Additional maintenance	High
North Runcton Cricket Club	Used to over-capacity on a seasonal basis	-	-	-	-	-
Sandringham Cricket Club	<ul style="list-style-type: none"> Used to over-capacity on a seasonal basis Aspiration for a new pavilion 	<ul style="list-style-type: none"> Provide a non-turf pitch Provide new pavilion 	Sandringham Cricket Club	Sandringham Estate	£12,000 for non-turf pitch £690,000 for pavilion	High
Snettisham Cricket Club	<ul style="list-style-type: none"> Used to over-capacity on a seasonal basis Aspiration for a new pavilion 'Poor' quality practice nets 	<ul style="list-style-type: none"> Provide a non-turf pitch Provide new nets 	Snettisham CC	Snettisham Parish Council	£12,000 for non-turf pitch £690,000 for pavilion £30,000 for new nets	High
Stow Hall Cricket Ground	Used to over-capacity on a seasonal basis	Provide a non-turf pitch	Downham Stow CC	-	£12,000 for non-turf pitch	Medium
Terrington Memorial Playing Field	No current issues.	-	-	-	-	-
The Pastures, Dersingham	No current issues.	-	-	-	-	-
Thornham Recreation Ground	Used to over-capacity on a seasonal basis	Provide a non-turf pitch	Thornham CC	Thornham Parish Council	£12,000 for non-turf pitch	High

6.12.4 Potential project impact

Installing non-turf pitches at sites like Castle Rising Playing Field, Denver Playing Field, Hockwold Cricket Club, Sandringham Cricket Club, Snettisham Cricket Club, Stow Hall Cricket Ground and Thornham Recreation Ground that are currently used to over capacity has the greatest potential to increase capacity to meet shortfalls.

7 RUGBY UNION PITCH NEEDS

7.1 Organisational context

- **Rugby Football Union:** The RFU is the governing body of the sport and supports the development of the game in Kings Lynn and West Norfolk.
- **RFU-affiliated Rugby Clubs:** There is one club in the borough, West Norfolk Rugby Club.

7.2 Strategic context

7.2.1 National rugby facilities strategy

The RFUs *England Rugby Strategy* (2021) contains priorities and objectives of relevance to facilities provision:

Enjoyment: The objective underpinning this priority is to ‘enable positive player experiences on and off the field’. Sub-objectives include:

- ‘Improve accessibility for women and girls across the game’.
- ‘Make the game inclusive and attractive for 14 to 18 year olds’.
- ‘Redefine playing opportunities, structures and competitions for current and future players, recognising the strategic importance of the adult male game’.
- ‘Develop match officials and coaches in the community game to enhance player enjoyment’.

Flourishing rugby communities: The objective underpinning this priority is to ‘support clubs to sustain and grow themselves and to reflects society’. Sub-objectives include:

- ‘Provide support to club and constituent body volunteers so they can attract new, diverse volunteers and help clubs to be fit for the future and self-sustaining’.
- ‘Provide support to help clubs maximise the benefit from their facilities and assets’.
- ‘Help clubs manage their risk and liabilities’.

Diversity and inclusion: The objective underpinning this priority is to ‘drive rugby union in England to reflect the diversity of society’. The sub-objective is **to** ‘improve the diversity of all facets of our game and continue to create an inclusive environment for all’.

7.2.2 Neighbouring local authorities

Playing pitch strategies in neighbouring local authority areas identify cross-boundary issues:

East Cambridgeshire

The 'East Cambridgeshire Playing Pitch Strategy' (2020) identifies that there is a shortage of pitch capacity in the district at Ely Tigers RFC.

Fenland

The 'Fenland Playing Pitch Strategy 2016 - 2031' (2016) identifies that there is a shortage of pitch capacity at Wisbech RFC.

South Holland

The 'South Holland Playing Pitch Strategy' (2019) identifies that there is spare capacity to meet current and future pitch needs at Spalding RFC.

North Norfolk

The 'North Norfolk Playing Pitch Strategy' (2019) identifies that 'there is very little spare capacity at existing club pitches to meet demand from adult teams and/or mini/midi teams. At all three clubs, all rugby training pitches and youth and mini pitches are being overplayed and there is hardly any capacity at all for expansion in the number of adult male teams'.

Breckland

Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected pitch needs.

West Suffolk

The 'West Suffolk Playing Pitch Assessment' (2022) identifies that there is some evidence of unmet demand for rugby in the district, with Haverhill RFC having a waiting list.

7.2.3 Implications of the strategic context

The implications of the strategic context for rugby union in Kings Lynn and West Norfolk are:

- ***Local corporate priorities:*** Given the increasing limitations on public finances, demonstrating the role rugby can play in delivering wider agendas such as health and wellbeing is a key requirement for attracting investment.
- ***Planning policy:*** Whilst local planning policy is supportive of the retention and provision of playing pitches, including those for rugby, the current work on the Playing Pitch Strategy will provide a methodologically robust basis for determining current and future needs.
- ***Policy shifts:*** The move in national sports policy towards prioritising new participants will create a challenge for rugby to demonstrate that it can attract new and lapsed participants. The RFU's support for Touch Rugby, Tag Rugby and walking rugby are all positive developments in this regard.

- **Additional demand for pitch capacity:** The RFU's targets for increased participation will create additional demand for pitch capacity, including activity in the summer period when traditionally much pitch maintenance is undertaken.

7.3 Rugby demand

7.3.1 Expressed demand

The information on rugby clubs and teams based in Kings Lynn and West Norfolk was supplied by the RFU, cross-referenced to a survey of the local club.

Table 73: Rugby clubs and teams in Kings Lynn and West Norfolk

<i>Club</i>	<i>Home Ground</i>	<i>Men's teams</i>	<i>Women's teams</i>	<i>Age grade boy's teams</i>	<i>Age grade girl's teams</i>	<i>Age grade mixed teams</i>
West Norfolk RFC	Gate House Lane, Kings Lynn	2	1	7	4	5

7.3.2 Changes since 2023

Team numbers in 2022 compare with the current figures (2025) as follows:

- **District summary:**

Table 74: Changes in rugby team numbers in Kings Lynn and West Norfolk 2021-2025

<i>Season</i>	<i>Men's teams</i>	<i>Women's teams</i>	<i>Age grade boy's teams</i>	<i>Age grade girl's teams</i>	<i>Age grade mixed teams</i>
2022	3	1	6	3	5
2025	2	1	7	4	5
Change	-1	0	+1	+1	0

7.3.3 Displaced demand

There is no evidence of any displaced demand for rugby in Kings Lynn and West Norfolk, although Fakenham Rugby Club may provide some opportunities for players from the north of the borough and Wisbech Rugby Club may attract some players from the south of the borough.

7.3.4 Unmet demand

Unmet demand takes a number of forms:

- Teams may have access to a pitch for matches but nowhere to train or vice versa.
- Some pitches may be unavailable to the community.
- The poor quality and consequent limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

Consultation with West Norfolk Rugby Club indicated that the club has some unmet demand relating to the overuse of one of its pitches for midweek training and a lack of changing capacity.

7.3.5 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. Given the generally low rates of participation in Kings Lynn and West Norfolk and a demographic profile that is more typically associated with lower rates of sport and physical activity, there appears to be no latent demand in the borough.

7.4 Rugby pitch supply

7.4.1 Quantity

This section summarises the detail of rugby pitch supply in Kings Lynn and West Norfolk. The pitches included in the analysis are defined as natural turf areas permanently laid out with regulation markings. The categories assessed are as follows:

- **Available for community use and used:** These are as follows.

Table 75: Rugby pitches with community use and used in Kings Lynn and West Norfolk

Site	Address	Adult floodlit pitches	Adult non-floodlit pitches
West Norfolk Rugby Club	Gate House Lane, King's Lynn PE30 3RJ	2	1

- **Available for community use and not used:** There are no rugby pitches available for community use that are not used.
- **Not available for community use:** The following pitches are not available for community use. All are non-floodlit:

Table 76: Rugby pitches not available for community use in Kings Lynn and West Norfolk

Site	Address	Pitches
Iceni Academy	Stoke Road, Methwold IP26 4PE	1
King Edward VII Academy	Gaywood Road, King's Lynn PE30 2QB	3
King's Lynn Academy	Queen Mary Road, King's Lynn PE30 4QG	1
St. Clements High School	Churchgate Way, Terrington St. Clement PE34 4LZ	1
Smithdon High School	Downs Road, Hunstanton PE36 5HY	1
Springwood High School	Queensway, King's Lynn PE30 4AW	2
TOTAL	-	9

- **Not available as disused:** There are no rugby pitches in this category.

7.4.2 Quality

The qualitative analysis involved a visit to all rugby pitches in Kings Lynn and West Norfolk with community use and used during the playing season, to undertake the sport-specific non-technical visual inspections produced by the RFU for Sport England's 'Playing Pitch Strategy Guidance' (2013). The assessment generated 'scores' for each pitch by evaluating the condition of:

- **Pitch drainage:**

Drainage	Rating
Natural inadequate	D0
Natural adequate	D1
Pipe drained	D2
Pipe and slit drained	D3

- **Grounds maintenance:** Frequency of aeration, sand-dressing, fertilising, weed killing and chain harrowing.

Maintenance	Rating
Poor	D0
Adequate	D1
Good	D2

The scores for each pitch in Kings Lynn and West Norfolk are as follows. ‘Standard’ ratings are highlighted in yellow. Floodlit pitches are asterisked:

Table 77: Rugby pitches with community use and used in Kings Lynn and West Norfolk: Quality audit

Site	Maintenance	Drainage
West Norfolk RFC pitch one*	M1	D1
West Norfolk RFC pitch two*	M1	D1
West Norfolk RFC pitch three	M1	D1

7.4.3 Grass pitch carrying capacity

The carrying capacity of grass pitches is related to their quality and is expressed as the number of ‘match equivalent sessions’ that can be accommodated each week. The *Playing Pitch Strategy Guidance* indicates the following weekly carrying capacities for rugby union pitches:

Table 78: Rugby pitch carrying capacity

Drainage	Maintenance		
	Poor	Adequate	Good
Natural inadequate	0.5	1.0	2.0
Natural adequate	1.5	2.0	3.0
Pipe drained	1.75	2.5	3.25
Pipe and slit drained	2.0	3.0	3.5

The weekly collective carrying capacity of the rugby pitch sites with community use and used in Kings Lynn and West Norfolk, expressed as ‘match equivalents’ is therefore as follows:

Table 79: Rugby pitch carrying capacity in Kings Lynn and West Norfolk

<i>Site</i>	<i>Midweek capacity</i>	<i>Weekend capacity</i>	<i>Total capacity</i>
West Norfolk Rugby Club	2.0	4.0	6.0

7.4.4 Changing quality

The quality of the changing facilities at West Norfolk Rugby Club in 2022 was rated as ‘standard’. The building was too small for the club’s expanding needs. Since then, the club is currently completing brand-new facilities, including two bespoke segregated changing rooms, along with showers and toilets, specifically designed to attract and retain women and girl’s players.

Table 80: Rugby changing facilities quality in Kings Lynn and West Norfolk

<i>Site</i>	<i>Rating</i>
West Norfolk Rugby Club	Good

7.4.5 Pitch maintenance

West Norfolk Rugby Club employs a grounds maintenance contractor to maintain its pitches.

7.4.6 Ownership, management and security of access

The ownership, management and security of community access of the West Norfolk Rugby Club site is detailed below.

Table 81: Rugby pitches in Kings Lynn and West Norfolk: Ownership, management and security of access

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Access</i>
West Norfolk Rugby Club	West Norfolk Rugby Club	West Norfolk Rugby Club	Secured

7.4.7 Geographical distribution

The geographical distribution of rugby pitches in Kings Lynn and West Norfolk has been assessed by identifying catchments to illustrate local level accessibility. The clubs’ survey identified 20-minutes travel time as the typical maximum. Based upon this, the map overleaf shows that the north and south of the borough is outside the catchment of a pitch.

KINGS LYNN & WEST NORFOLK Rugby Pitches 20 Minutes Drive



7.5 The views of local stakeholders

7.5.1 The Rugby Football Union

Consultation with the RFU highlighted that:

- There is only one club in the borough, West Norfolk Rugby Club, based in Kings Lynn.
- The club runs a successful and expanding women and girl's programme.
- The RFU and the club are supportive of a proposal for an additional '3G' football turf pitch in Kings Lynn to be World Rugby Regulation 22-compliant, to enable it to be used for full-contact rugby play. The issue of whether the pitch should be provided with dimensions to accommodate adult rugby matches (130m x 80m) as opposed to the standard football dimensions (106m x 70m) is still to be resolved. In any event, the RFU would like the level of rugby access to the pitch to be secured via formal agreement.

7.5.2 West Norfolk RFC

The key comments were as follows:

- 'Our pitches have an unevenness in the playing surface and we would like to improve the grass coverage'.
- 'Our new changing facilities will solve the previous problems of inadequate provision for women and girls'.

7.6 Changes since 2023

There have been a number of significant changes since 2023:

- The total number of rugby teams in the borough increased from 18 in 2022 to 19 in 2025, a 5.6% increase, driven by a growth in boys and girl's age grade teams.
- The club is currently completing brand-new facilities, including two bespoke segregated changing rooms, along with showers and toilets, specifically designed to attract and retain women and girl's players.

7.7 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which rugby facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- There is one very successful rugby club in the borough which provides for all local needs.
- Rugby has widened its appeal to a broad spectrum of age groups, with age grade play for younger players and walking rugby for older players.

7.8 The implications for rugby in Kings Lynn and West Norfolk

Analysis of local supply of rugby union pitches in Kings Lynn and West Norfolk indicates the following:

- **Local clubs:** There is one local club serving Kings Lynn and West Norfolk.
- **Unmet demand:** There is some unmet demand relating to the overuse of one of its pitches for midweek training and a lack of changing capacity.
- **Pitch quality:** The quality of pitches is generally rated as ‘standard’, although the club would like to make further improvements to levels and grass cover, including end-of-season renovations as recommended by the Grounds Maintenance Association’s Pitch Adviser.

7.9 Assessment of current needs

To assess whether the current supply of pitches is adequate to meet existing demand an understanding of the situation at all sites available to the community needs to be developed. This is achieved by providing a brief overview for each site, which comprises:

- A comparison between the carrying capacity of a site and how much demand currently takes place there. The carrying capacity of a site is defined as the amount of play it can regularly accommodate without adversely affecting its quality and use. Demand is defined in terms of the number of ‘match equivalent’ sessions at each site.
- An indication of the extent to which pitches are being used during their peak periods.

The site overviews identify the extent to which pitches are:

- **Being overplayed:** Where use exceeds the carrying capacity.
- **Being played to the level the site can sustain:** Where use matches the carrying capacity.
- **Potentially able to accommodate some additional play:** Where use falls below the carrying capacity.

As per RFU guidance, rugby union pitch capacity, demand and the resultant balance are expressed as ‘match equivalent sessions’ at weekly and peak times. Floodlit pitches are asterisked.

Overall demand is based upon adult teams requiring an average of 1.5 match equivalent sessions per week for training and matches and age grade teams requiring an average of 0.5 match equivalent sessions per week.

Table 82: Rugby pitches in Kings Lynn and West Norfolk: Supply - demand balance

Site	Pitches	Users	Weekly capacity	Weekly demand	Weekly balance	Peak capacity	Peak demand	Peak balance
West Norfolk Rugby Club	1*	West Norfolk RFC	2.0	3.0	-1.0	1.0	1.0	Balanced
	2*	West Norfolk RFC	2.0	5.0	-3.0	1.0	1.0	Balanced
	3	West Norfolk RFC	2.0	3.25	-1.25	1.0	1.0	Balanced
SITE TOTALS	3	-	6.0	11.25	-5.25	3.0	3.0	Balanced

The split between midweek training supply and demand and weekend match supply and demand on match pitches is tabulated below, to highlight the main capacity pinch points.

Table 83: Rugby pitches in Kings Lynn and West Norfolk: Supply - demand balance midweek and weekends

<i>Site</i>	<i>Pitches</i>	<i>Midweek training capacity</i>	<i>Midweek training demand</i>	<i>Midweek training balance</i>	<i>Weekend match capacity</i>	<i>Weekend match demand</i>	<i>Weekend match balance</i>
West Norfolk Rugby Club	1*	2.0	2.25	-0.25	0.0	1.0	-1.0
	2*	2.0	4.0	-2.0	0.0	1.0	-1.0
	3	0.0	0.0	Balanced	2.0	3.0	-1.0
SITE TOTALS	3	4.0	6.25	-2.25	2.0	5.0	-3.0

The key findings are that:

- There is insufficient capacity to meet current match needs, including the use of off-site pitch space at West Norfolk Rugby Club for age-grade matches.
- There is a shortfall in floodlit pitch capacity for midweek training, which means that pitch two is heavily overused.

7.10 Assessment of future needs

7.10.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

7.10.2 Potential changes in demand

The 2025 Rugby World Cup, hosted in England, aims to be more than just a tournament; it envisions a lasting legacy for women's rugby, both on and off the field. This includes expanding the tournament to 16 teams, showcasing the sport across eight venues, and driving participation and opportunities for women and girls in rugby. With participation already strong at West Norfolk RFC, we anticipate an increased demand in the area.

7.10.3 Site-specific pressures

There is a small shortfall in floodlit pitch capacity for midweek training.

7.10.4 Potential changes in supply

There are no known potential changes in rugby pitch supply in the borough, although there is a current proposal to make the proposed additional '3G' football turf pitch in Kings Lynn World Rugby Regulation 22 compliant.

7.10.5 Existing spare capacity

There is a shortfall in floodlit pitch capacity for midweek training.

7.10.6 Future rugby pitch needs

Future rugby pitch needs are modelled below using ‘Team Generation Rates’ (TGRs), which identify how many people in a specified age group in the borough are required to generate one team. These are then applied to projected changes in population to identify the likely number of teams in the future.

Table 84: Rugby Team Generation Rates in Kings Lynn and West Norfolk

- **ONS projections:**

<i>Team type</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Adult males	19-45	19,624	2	1: 9,812	20,831	2	0
Adult females	19-45	20,286	1	1: 20,286	19,699	1	0
Junior males	13-18	4,807	7	1: 687	4,739	7	0
Junior females	13-18	4,446	4	1: 1,112	4,453	4	0
Mini-rugby (mixed)	7-12	10,643	5	1: 2,129	9,166	4	-1

- **Housing projections:**

<i>Team type</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Adult males	19-45	19,624	2	1: 9,812	22,783	2	0
Adult females	19-45	20,286	1	1: 20,286	23,552	1	0
Junior males	13-18	4,807	7	1: 687	5,581	8	+1
Junior females	13-18	4,446	4	1: 1,112	5,162	5	+1
Mini-rugby (mixed)	7-12	10,643	5	1: 2,129	12,357	6	+1

7.11 Key findings and issues

7.11.1 What are the main characteristics of current supply and demand?

- **Expressed demand:** The total number of teams in the borough increased from 18 in 2022 to 19 in 2025, a 5.6% increase, driven by a growth in boys and girl’s age grade teams.
- **Unmet demand:** There is some unmet demand relating to the overuse of one of its pitches for midweek training and a lack of changing capacity.
- **Changing quality:** The club is currently completing brand-new facilities, including two bespoke segregated changing rooms, along with showers and toilets, specifically designed to attract and retain women and girl’s players.
- **Pitch quality:** The quality of pitches is generally rated as ‘standard’, although the club would like to make further improvements to levels and grass cover, including end-of-season renovations as recommended by the Grounds Maintenance Association’s Pitch Adviser.

- **Pitch capacity:** There is insufficient capacity to meet current match needs, although this depends in part on the use of off-site pitch space at West Norfolk Rugby Club for age-grade matches. There is a shortfall in floodlit pitch capacity for midweek training, which means that pitch two is heavily overused.

7.11.2 Is there enough accessible and secured community use to meet current demand? **NO** - There is a midweek capacity deficit for training

There is a shortfall in floodlit pitch capacity for midweek training amounting to 2.25 match equivalent sessions and a shortage of 4.0 match equivalent sessions at weekends.

7.11.3 Is the accessible provision of suitable quality and appropriately maintained? **NO**

The pitches would benefit from enhanced drainage and maintenance.

7.11.4 What are the main characteristics of future supply and demand?

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Changes in demand:** Projecting future need based on current demand patterns is the most appropriate basis for forecasting.
- **Changes in supply:** There are no known changes in rugby pitch supply.
- **Existing spare capacity:** There is a shortfall in capacity for midweek training showing a deficit of 2.25 match equivalent sessions.
- **Future needs:** There will be a small reduction in team numbers by 2040 based on the lower population projections and a small increase in numbers based on the higher projections, but this will have a negligible effect on demand for pitches.

7.11.5 Is there enough accessible and secured provision to meet future demand? **NO**

There is a shortfall in capacity for midweek training equivalent to 2.25 match equivalent sessions. Additional capacity to meet extra future needs could be created in three ways:

- **Pitch quality improvements:** Improvements in maintenance and drainage of the pitches could potentially increase their collective capacity by 4.5 match equivalent sessions per week.
- **Installation of floodlights:** The provision of floodlighting to the non-floodlit pitch would improve the potential for additional midweek use.

- **Rugby-compliant artificial grass pitch:** As an alternative to the above options, providing the proposed additional '3G' football turf pitch in Kings Lynn as World Rugby Regulation 22-compliant would have the potential to accommodate all current and future projected surplus demand, subject to agreed levels of access.

7.12 Scenario testing

7.12.1 Introduction

Based upon the key findings and issues identified above, some scenarios examining the effect of securing additional pitch capacity have been rehearsed to identify the optimum approach to addressing needs.

7.12.2 Scenario 1: Enhancing grass pitch carrying capacity with maintenance and drainage improvements

- **Rationale:** Improvements in maintenance and drainage of the pitches could potentially increase their collective capacity by 4.5 match equivalent sessions per week.
- **Advantages:** The advantages of this scenario are as follows:
 - The additional capacity would reduce the current shortfall in midweek pitch capacity.
 - The extra capacity could be achieved at the existing site without the need for additional land acquisition costs.
- **Disadvantages:** The disadvantages of this scenario are that:
 - The main limiting factor for midweek training is that only two pitches are floodlit, the quality of pitch one needs to be preserved for match play, so the majority of midweek training is focused on pitch two. Whilst pitch quality improvements would add capacity, without additional floodlights there would be limited impact on midweek usage.
 - The cost of grounds maintenance to sustain the enhanced pitch capacity may be problematic.
- **Conclusions:** There would be merit in exploring the potential for drainage and maintenance improvements to the three pitches. However, to maximise the benefits of this, the review will also need to consider the issue of floodlighting to maximise the benefits in the midweek evening period (see below).

7.12.3 Scenario 2: Enhancing grass pitch carrying capacity by providing floodlights

- **Rationale:** Whilst improved maintenance and drainage would add overall capacity, to achieve the maximum benefits floodlighting will be required to facilitate use during midweek evenings.
- **Advantage:** The advantage of this scenario is that floodlighting pitch three would increase its availability on midweek evenings when training sessions take place.

- **Disadvantages:** The disadvantages of this scenario are as follows:
 - Its effectiveness is contingent upon the pitch capacity enhancements achievable through the drainage and maintenance improvements, so it needs to be considered in conjunction.
 - On its own, it would have negligible impact upon the existing deficit.
- **Conclusions:** Whilst floodlighting pitch three would create additional midweek training capacity, even with maintenance and drainage improvements it would still leave a shortfall of 0.25 match equivalent sessions.

7.12.4 Scenario 3: Enhancing pitch carrying capacity by providing a rugby-compliant artificial grass pitches

- **Rationale:** There is a current active proposal to provide a '3G' football turf pitch in Kings Lynn. There have been active discussions about making the pitch World Rugby Regulation 22-compliant, which would enable it to accommodate full contact rugby play.
- **Advantages:** The advantages of this scenario are as follows:
 - The pitch would add 10.0 midweek match equivalent sessions and 4.0 weekend match equivalent sessions which has the potential to meet all current and future rugby needs.
 - The pitch would contribute to meeting identified deficiencies in '3G' Football Turf Pitches in the borough.
- **Disadvantages:** The disadvantages of this scenario are as follows:
 - There is substantial demand for football use of the pitch, so it might not be available to accommodate all rugby's needs.
 - If the pitch is provided with dimensions to accommodate adult rugby matches, it would need to be 130m x 80m as opposed to 106m x 70m for adult football. Based in Sport England's latest costings, the larger pitch with a rugby-compliant shock pad would be £410,000 more expensive to install.
- **Conclusions:** The feasibility of installing a World Rugby Regulation 22-compliant artificial grass pitch in Kings Lynn should be investigated further as an alternative to improvements to grass pitch drainage and floodlighting. If the pitch is installed as rugby compliant, but with football dimensions only (106m x 70m), it would still meet a range of rugby needs, including age grade matches and training for all ages.

7.13 Policy recommendations

7.13.1 Introduction

The recommendations in relation to rugby union are made in the context of the National Planning Policy Framework (NPPF) paragraph 104, which stipulates that existing open space including playing pitches, should not be built upon unless:

- An assessment has taken place which has clearly shown the open space to be surplus to requirements, or;
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality, in a suitable location, or;
- The development is for alternative sport and recreation provision, the needs for which clearly outweighs the loss.

The following recommendations are arranged under ‘protect’, ‘enhance’ and ‘provide’.

7.13.2 Protect

Recommendation 1 - Safeguarding existing provision: The Kings Lynn and West Norfolk PPS comprises a robust and evidence-based assessment of current and future needs for rugby union in the borough. The PPS has identified a need to increase local rugby pitch capacity and to this extent, it will be important for all current community used rugby pitch sites to be retained and protected. It is therefore recommended that planning policies continue to support the retention of all sites, based upon the evidence in the PPS. If proposals to redevelop rugby pitches do come forward, this will only be permissible they are replaced and meet policy exception E4 of Sport England’s Playing Fields Policy. This states that ‘the playing field or playing fields which would be lost as a result of the proposed development must be replaced by a playing field or playing fields of an equivalent or better quality and of equivalent or greater quantity, in a suitable location and subject to equivalent or better management arrangements, prior to the commencement of development’.

7.13.3 Enhance

Recommendation 2 - Improving existing pitch capacity: Additional pitch capacity could be developed at the existing pitches by improving the quality of pitch drainage and maintenance with related floodlighting provision.

Recommendation 3 - Developer contributions and external funding: All the additional demand for rugby arising from housing development in Kings Lynn and West Norfolk to 2040, should be accommodated through the recommendations outlined above. It is recommended that the action plan in the Kings Lynn and West Norfolk PPS be used as the basis for seeking an appropriate level of financial contributions under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of competing infrastructure demands) and/or through applications for external funding to cover the capital and revenue implications of the enhancements, in conjunction with any other external sources of funding that might be available.

7.13.4 Provide

Recommendation 4 - Developer contributions and external funding (new provision):

Some of the extra demand for rugby arising from the proposed housing development in Kings Lynn and West Norfolk to 2040, may need to be accommodated through the provision of new pitches and facilities. It is recommended that an appropriate level of financial contributions be sought under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of competing infrastructure demands) and/or through applications for external funding to provide rugby facilities to meet the future needs identified in the Kings Lynn and West Norfolk PPS.

7.14 Action Plan

7.14.1 Introduction

In the context of the recommendations above, the rugby union action plan below will guide the implementation of the Study. The abbreviations stand for KL&WNBC - Kings Lynn and West Norfolk Borough Council and RFU - Rugby Football Union. The capital cost estimates are based upon Sport England's 'Facility Costs - Third Quarter of 2024' (2024).

7.14.2 Key strategic actions

Table 85: Key strategic action plan for rugby in Kings Lynn and West Norfolk

<i>Issues</i>	<i>Action</i>	<i>Lead/ Facilitator</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Securing developer contributions	Ensure that policy provision is made to secure developer contributions towards new and improved rugby facilities.	KL&WNBC	Developers	Determined by Sport England's New Development Calculator	High

7.14.3 Site specific actions

Table 86: Site specific action plan for rugby in Kings Lynn and West Norfolk

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead/ Facilitator</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Kings Lynn Rugby Club	Capacity shortfall.	Investigate capacity improvement options, then either: <ul style="list-style-type: none">• Improve drainage and maintenance and provide floodlighting to pitch 3; or• Provide a floodlit rugby-compliant artificial grass pitch in Kings Lynn.	Kings Lynn Rugby Club	RFU CIL funding	£100,000 for drainage/ floodlights £1,590,000 for artificial grass pitch	High

8 HOCKEY PITCH NEEDS

8.1 Organisational context

- **England Hockey:** England Hockey is the governing body of the sport and supports the development of the game in Kings Lynn and West Norfolk.
- **England Hockey-affiliated club:** There is one affiliated club in Kings Lynn and West Norfolk, Pelicans Hockey Club. In addition, Evergreens Hockey Club, which draws its membership from the Fakenham area of North Norfolk, is also based at the Lynnsport pitches.

8.2 Strategic context

8.2.1 National hockey strategy

- England Hockey's strategic plan 2017 - 2027 '*A Nation Where Hockey Matters*' (2017) contains the following priorities of relevance to Kings Lynn and West Norfolk:

The vision is for England to be a 'Nation Where Hockey Matters'.

Adults: The number playing regularly in the club network will be increased by:

- Working with universities, schools and colleges to deliver quality playing experiences and clear pathways to club hockey.
- Working with regional and local leagues and affiliated clubs, to deliver the highest quality playing experience and appropriate competition frameworks.
- Developing more opportunities for over 40s to play hockey.
- Delivering a quality programme of competitions that meet the needs of players and clubs.

Young people: The number playing hockey in schools and clubs will be increased by:

- Developing more relationships between clubs and primary and secondary schools.
- Working with clubs to increase the number of junior hockey sessions being provided.
- Delivering a quality programme of competitions that meet the needs of players, schools and clubs.
- Developing an ability-based pathway for children aged 5-12 for adoption in clubs, schools and youth organisations.

Informal hockey: The numbers of people playing informal hockey will be increased by:

- Setting up opportunities to play Quicksticks and Hockey Heroes in community sites.
- Increasing the opportunities to play Rush Hockey at schools, colleges, universities, clubs and community sites.
- Increasing the opportunity for women to take part in Back to Hockey sessions at clubs and community sites.

8.2.2 Hockey facilities strategy

England Hockey's '*Facilities Strategy*' (2016) contains the following key elements:

Vision: For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: 'More, Better, Happier Players with access to appropriate and sustainable facilities'. The 3 main objectives of the facilities strategy are:

- **Protect - To conserve the existing hockey provision:** There are currently over 800 pitches that are used by hockey clubs (club, school, universities.) The current provision must be retained where appropriate, to ensure that hockey is maintained across the country.
- **Improve - To improve the existing facilities stock (physically and administratively):** The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to more support for clubs to obtain better agreements with facilities providers and education around owning an asset.
- **Develop - To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain:** The research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

England Hockey has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

8.2.3 Neighbouring local authorities

Playing pitch strategies in neighbouring districts identify cross-boundary issues:

East Cambridgeshire

The 'East Cambridgeshire Playing Pitch Strategy' (2020) identifies that there is sufficient spare capacity to meet existing and future hockey needs.

Fenland

The 'Fenland Playing Pitch Strategy 2016 - 2031' (2016) identifies that there is sufficient spare capacity to meet existing and future hockey needs.

South Holland

The 'South Holland Playing Pitch Strategy' (2019) identifies that there is no spare capacity to meet current and future pitch needs and that the pitch in Long Sutton requires urgent resurfacing.

North Norfolk

The 'North Norfolk Playing Pitch Strategy' (2019) identifies that 'there is very little capacity for growth in hockey within North Norfolk'.

Breckland

Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected pitch needs.

West Suffolk

The 'West Suffolk Playing Pitch Assessment' (2022) identifies that there is sufficient spare capacity to meet existing and future hockey needs.

8.2.4 Implications of the strategic context

The implications of the strategic context are as follows:

- **Local corporate priorities:** Given the increasing limitations on public finances, demonstrating the role hockey can play in delivering wider agendas such as health and wellbeing is a key requirement for attracting investment.
- **Planning policy:** Whilst local planning policy is supportive of the retention and provision of playing pitches, including those for hockey, the current work on the Playing Pitch Strategy will provide a methodologically robust basis for determining current and future needs.
- **Policy shifts:** The move in national sports policy towards prioritising new participants is being addressed by hockey which is attracting new and lapsed participants through initiatives including Back to Hockey, Hockey Heroes and walking hockey.

8.3 Hockey demand

8.3.1 Expressed demand

Pelican's Hockey Club is the only club in Kings Lynn and West Norfolk.

Table 87: Hockey clubs and teams in Kings Lynn and West Norfolk

<i>Club</i>	<i>Men's teams</i>	<i>Women's teams</i>	<i>Boy's teams</i>	<i>Girl's teams</i>	<i>Mixed junior teams</i>
Pelicans HC	4	3	3	3	2

Changes since 2023

Team numbers in 2022 compare with the current figures (2025) as follows:

Table 88: Changes in hockey team numbers in Kings Lynn and West Norfolk 2021-2025

<i>Club</i>	<i>Year/change</i>	<i>Men's teams</i>	<i>Women's teams</i>	<i>Boy's teams</i>	<i>Girl's teams</i>	<i>Mixed junior teams</i>	<i>TOTAL</i>
Pelican's Hockey Club	2022	4	4	3	3	2	16
	2025	4	3	3	3	1	14
	<i>Change</i>	<i>0</i>	<i>-1</i>	<i>0</i>	<i>0</i>	<i>-1</i>	<i>-2</i>
Evergreen's Hockey Club	2022	0	2	0	0	0	2
	2025	0	0	0	0	0	0
	<i>Change</i>	<i>0</i>	<i>-2</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>-2</i>

8.3.2 Displaced demand

Displaced demand relates to play by teams from within the study area which takes place outside of the area, or vice versa. There is no evidence of any displaced demand.

8.3.3 Unmet demand

Unmet demand takes a number of forms:

- Teams may have access to a pitch for matches but nowhere to train or vice versa.
- Some pitches may be unavailable to the community.
- The poor quality and consequent limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

Consultation with Pelicans Hockey Club indicated that the club would like to have additional pitch time amounting to 15 hours per week for training and seven hours per week for matches but use for football training inhibits midweek hockey usage.

8.3.4 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population if they had access to more or better provision. There is no evidence of any latent demand for hockey in Kings Lynn and West Norfolk.

8.4 Hockey pitch supply in Kings Lynn and West Norfolk

8.4.1 Quantity

This section summarises the detail of the supply of artificial turf pitches suitable for hockey in Kings Lynn and West Norfolk.

- Water-based pitches are the preferred surface for elite-level hockey. The sports turf uses a denser pile than other surface types which, combined with the water layer, provides the truest ball roll of any artificial turf system. There are no pitches of this type in the borough.
- Sand-dressed artificial turf is a higher specification surface designed specifically for fast-paced hockey.
- With sand-filled pitches, the playing surface is only partially filled (usually about two-thirds of the pile height) so the game is played on the sports carpet, not the sand infill.
- Both types of sand-based pitches can also be used for football, but the rubber crumb-filled, long-pile surface of '3G' football turf pitches and/or World Rugby Regulation 22-compliant pitches are not suitable of hockey use. The peak demand period for hockey is Saturday for match play and midweek 6.00pm to 10.00pm for training.

- **Full-sized pitches with community use and used:**

Table 89: Hockey pitches with community use and used in Kings Lynn and West Norfolk

Site	Address	Dimensions	Surface	Floodlit	Built
Lynnsport Pitch 1	Greenpark Avenue, Kings Lynn PE30 2NB	99m x 62m	Sand-dressed	Yes	2018
Lynnsport Pitch 2	Greenpark Avenue, Kings Lynn PE30 2NB	99m x 62m	Sand-dressed	Yes	2018

- **Pitches with community access but not used for hockey:** There are no pitches with community access that are not used for hockey by external hirers.
- **Pitch not available for community use:** This is as follows

Table 90: Hockey pitches with no community use in Kings Lynn and West Norfolk

Site	Address	Dimensions	Surface	Floodlit	Built	Resurfaced
RAF Marham	Woodview Road, Marham PE33 9JX	100m x 60m	Sand-filled	Yes	2000	2015

8.4.2 Use of hockey pitches for football

With a shortage of '3G' football turf pitches in Kings Lynn and West Norfolk, one of the pitches at Lynnsport accommodates significant amounts of football usage:

Table 91: Football use of hockey pitches in Kings Lynn and West Norfolk

Site	Hockey use	Hockey use (%)	Football use	Football use (%)	Unused	Unused (%)
Lynnsport Pitch 1	4 hours	20.0%	14 hours	70.0%	2 hours	10.0%
Lynnsport Pitch 2	15.5 hours	77.5%	0 hours	0.0%	4.5 hours	22.5%

The split between midweek and weekend use at each pitch is as follows:

Table 92: Midweek/weekend use of hockey pitches in Kings Lynn and West Norfolk

Site	Midweek used hours	% capacity	Saturday used hours	% capacity	Sunday used hours	% capacity
Lynnsport Pitch 1	18.0	93.3%	3.5	58.3%	0.0	0.0%
Lynnsport Pitch 2	11.0	73.3%	4.5	75.0%	0.0	0.0%
TOTALS	25.0	86.7%	8.0	66.7%	0.0	0.0%

8.4.3 Quality

The qualitative analysis of pitches and related facilities in Kings Lynn and West Norfolk involved a visit to all hockey pitches, to undertake the sport-specific non-technical visual inspections produced by England Hockey for Sport England's *Playing Pitch Strategy Guidance* (2013). The assessment generates an overall 'score' for each pitch by evaluating the condition of the playing surface, fencing, floodlighting, disability access and changing provision. The scores for each artificial grass pitch for hockey with community use and used are as follows:

Table 92: Artificial grass pitches for hockey in Kings Lynn and West Norfolk: Quality audit

<i>Site</i>	<i>Pitch</i>	<i>Changing</i>
Lynnsport Pitch 1	Good	Good
Lynnsport Pitch 2	Good	Good

8.4.4 Pitch maintenance

Maintenance of the pitches is shared between the Council and Pelicans Hockey Club.

8.4.5 Ownership, management and security of access

The ownership, management and security of community access of hockey pitch sites is detailed below. Security of access refers to the extent to which community use is protected.

Table 93: Artificial grass pitches for hockey in Kings Lynn and West Norfolk: Ownership, management and access

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Security of access</i>
Lynnsport Pitch 1	KLWNBC	KLWNBC/Pelicans HC	Secured
Lynnsport Pitch 2	Pelicans Hockey Club	KLWNBC/Pelicans HC	Secured

8.4.6 Geographical distribution

The geographical distribution of artificial grass pitches in Kings Lynn and West Norfolk has been assessed by identifying catchments to illustrate local level accessibility. This is based on the results of the clubs' survey, which identifies 20-minutes travel time as the typical maximum. Based upon this, the map overleaf shows that the north and south of the borough is outside the catchment of a hockey pitch.

KINGS LYNN & WEST NORFOLK Artificial Grass Pitches for Hockey 20 Minutes Drive



8.5 The views of stakeholders on pitch supply and demand

England Hockey: Consultation with England Hockey raised the following issues:

- There is only one club drawing its membership from the borough, Pelicans Hockey Club, based at Lynnsport.
- The club provides a varied programme for adults and juniors.
- Providing an additional '3G' football turf pitch in Kings Lynn would divert sufficient football demand from the sand-dressed pitches to enable them to meet all current and future hockey demand.

Pelicans Hockey Club:

The key comments were as follows:

- 'We are in the process of setting up an Adapted Sports Hub Trust with the Little Discoverers to build a bespoke clubhouse to allow all to access sports at Lynnsport, the clubhouse will have designated disabled changing rooms, lifts for access to upstairs where there will be a social area so able to chat and socialise with others before or after their activity. Lynnsport has many great facilities but not presently utilised by disabled sports so would like to put Kings Lynn on the map with this building'.
- 'Having our own clubhouse and changing facilities besides our pitch will also allow us to attract new players and to expand and to increase the number of hockey competitions we already host due to our facilities and to allow other sports to use the pitches during the day etc when not being used by ourselves. The club also has Evergreens Hockey Club from Fakenham use our pitch for training and matches on Saturdays as their previous host didn't want them anymore, we would like to build this relationship'.
- 'We could have another ladies team if pitch times were available, we hire the 2nd pitch when required and isn't available till after midday on Saturdays and booked for football each night during the week so our winter training is often cut short due to the lowering temperatures as the men don't finish till nearly 10pm on Wednesdays, would be perfect to have more pitch time available so can train at more sociable times. Also would like to offer more training time for the junior sections, 12s and below so could also train during the week, often Saturday mornings clash with other activities or parent pressure to be elsewhere and not always ideal starting at 8.45am'.
- 'We have launched Hockey Heroes this year for the under 8s which has been a great success, once we have the correct facilities looking to introduce Flyerz, walking hockey etc. going forward'.
- 'Local secondary schools use our facilities for hockey and we have private schools hiring our pitches for round robin matches, central facility'.
- 'Our pitches could be used for many other uses (subject to not damaging the surface) and with the new clubhouse could open up many other opportunities for us and Lynnsport to generate funds from them'.

8.6 Changes since 2023

There have been a number of significant changes since 2023:

- The total number of hockey teams in the borough reduced from 16 in 2022 to 14 in 2025, a 12.5% decrease, although the number of junior members increased from 147 to 161 in the same period, a 9.5% increase.
- Evergreens Hockey Club, which draws its members from the Fakenham area of North Norfolk, has two women's teams was based at Lynnsport in 2023, but now plays at Dereham Hockey Club in Breckland.

8.7 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which hockey facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- There is one very successful hockey club in the borough which provides for all local needs.
- Hockey has widened its appeal to a broad spectrum of age groups, with Quicksticks and Hockey Heroes for younger players and back to Hockey and walking hockey for older players.

8.8 The implications for hockey in Kings Lynn and West Norfolk

Analysis of local supply and demand for hockey pitches in Kings Lynn and West Norfolk indicates the following:

- **Local clubs:** There is one club, Pelicans HC serving hockey needs in Kings Lynn and West Norfolk.
- **Unmet demand:** Consultation with Pelicans Hockey Club indicated that the club would like to have additional pitch time amounting to 15 hours per week for training and seven hours per week for matches but use for football training inhibits midweek hockey usage of one of the Lynnsport pitches.
- **Changing facilities:** Pelicans Hockey Club has aspirations to provide an on-site clubhouse next to the pitches.

8.9 Assessment of current needs

To assess whether the current supply of pitches is adequate to meet existing demand an understanding of the situation at all sites available to the community needs to be developed. This is achieved by providing a brief overview for each site, which comprises:

- A comparison between the carrying capacity of a site and how much demand currently takes place there. The carrying capacity of a site is defined as the amount of play it can regularly accommodate without adversely affecting its quality and use. Demand is defined in terms of the number of 'match equivalent' sessions at each site.

- An indication of the extent to which pitches are being used during their peak periods.

The site overviews identify the extent to which pitches are:

- ***Being overplayed:*** Where use exceeds the carrying capacity.
- ***Being played to the level the site can sustain:*** Where use matches the carrying capacity.
- ***Potentially able to accommodate some additional play:*** Where use falls below the carrying capacity.

As per England Hockey guidance, pitch capacity is expressed as weekly peak time hours of availability, demand as actual hours of use and the resultant balance is expressed as hours of availability at peak times. The actual used capacity of artificial turf pitches is based upon their hours of use in the peak period supplied by the pitch operators.

Table 94: Artificial grass pitches for hockey in: Supply - demand balance

<i>Site</i>	<i>Users</i>	<i>Saturday capacity</i>	<i>Saturday demand</i>	<i>Saturday balance</i>	<i>Sunday capacity</i>	<i>Sunday demand</i>	<i>Sunday balance</i>
Lynnsport Pitch 1	Pelicans HC Evergreens HC	6.0	3.5	+2.5	6.0	0.0	+6.0
Lynnsport Pitch 2	Pelicans HC	6.0	4.5	+1.5	6.0	0.0	+6.0
TOTALS	-	12.0	8.0	+4.0	12.0	0.0	+12.0

The assessment shows that:

- There is some spare capacity during the Saturday peak period.
- Midweek used hours average 86.7% utilisation across the two pitches, including 14 hours of football usage.

8.10 Assessment of future needs

8.10.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

8.10.2 Potential changes in demand

Consultation with Pelicans Hockey Club indicated that the club would like to have additional pitch time amounting to 15 hours per week for training and seven hours per week for matches.

8.10.3 Site-specific pressures

14 hours use for per week for football training inhibits midweek hockey usage.

8.10.4 Potential changes in supply

There are no known potential changes in hockey pitch supply, although the proposed additional '3G' football turf pitch in Kings Lynn would divert sufficient football demand from the existing sand-dressed pitches to enable them to meet all current and future hockey demand.

8.10.5 Existing spare capacity

There is effective spare capacity at the pitches during the Saturday peak period.

8.10.6 Future hockey pitch needs

Future hockey pitch needs are modelled below using 'Team Generation Rates', which identify how many people in a specified age group in the borough are required to generate one team. These are then applied to projected changes in population to identify the likely number of future teams.

Table 95: Hockey Team Generation Rates in Kings Lynn and West Norfolk

- **ONS projections:**

<i>Team type</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Adult male hockey	18-45	21,116	4	1: 5,279	21,672	5	0
Adult female hockey	18-45	20,990	3	1: 6,997	20,468	4	0
Boys junior hockey	8-17	8,466	3	1: 2,822	8,039	4	0
Girls junior hockey	8-17	8,180	3	1: 2,727	7,655	4	0

- **Housing projections:**

<i>Team type</i>	<i>Age range</i>	<i>Current population</i>	<i>Current teams</i>	<i>TGR</i>	<i>Population 2040</i>	<i>Teams 2040</i>	<i>Extra teams</i>
Adult male hockey	18-45	21,116	4	1: 5,279	24,516	5	+1
Adult female hockey	18-45	20,990	3	1: 6,997	24,369	3	0
Boys junior hockey	8-17	8,466	3	1: 2,822	9,829	3	0
Girls junior hockey	8-17	8,180	3	1: 2,727	9,497	3	0

8.11 Key findings and issues

8.11.1 What are the main characteristics of current supply and demand?

- **Local clubs:** There is one club, Pelicans HC serving hockey needs in Kings Lynn and West Norfolk.
- **Unmet demand:** Consultation with Pelicans Hockey Club indicated that the club would like to have additional pitch time amounting to 15 hours per week for training and seven hours per week for matches but use for football training inhibits midweek hockey usage of one of the Lynnsport pitches.

- **Changing facilities:** Pelicans Hockey Club has aspirations to provide an on-site clubhouse next to the pitches.

8.11.2 Is there enough accessible and secured community use to meet current demand? **YES**

There is some spare capacity during the Saturday peak period. Midweek used hours average 86.7% utilisation across the two pitches, including 14 hours of football usage.

8.11.3 Is the accessible provision of suitable quality and properly maintained? **YES**

The pitches are relatively new and are well-maintained.

8.11.4 What are the main characteristics of future supply and demand?

- **Population growth:** The lower population projections will leave existing team formation the same as at present, whereas the higher projections would generate four additional teams.
- **Changes in demand:** Projecting future need based on current demand patterns is the most appropriate basis for forecasting.
- **Existing spare capacity:** There is some spare capacity during the Saturday peak period. Midweek used hours average 86.7% utilisation across the two pitches, including 14 hours of football usage.
- **Future needs:** All additional demand to 2040 can be accommodated by existing pitch provision, particularly if football demand is diverted onto extra '3G' football turf pitches.

8.11.5 Is there enough accessible and secured provision to meet future demand? **YES - Provided that football demand is diverted onto '3G' pitches**

There is some spare capacity at existing pitches to accommodate future demand. Additional capacity would best be created by providing additional '3G' football turf pitch capacity in the borough in the critical midweek training period and would provide sufficient extra capacity for extra hockey development initiatives to be developed.

8.12 Scenario testing

8.12.1 Introduction

Based upon the key findings and issues identified above, some scenarios examining the effect of securing additional facility capacity have been rehearsed to identify the optimum approach to addressing needs.

8.12.2 Scenario 1: Diverting football demand to a new '3G' pitch

- **Rationale:** At present, football training occupies 14 hours per week of capacity on the sand-dressed pitches at Lynnsport. A new '3G' football turf pitch at a site in Kings Lynn could accommodate this demand, freeing up additional pitch capacity for hockey on the sand-dressed surface.

- **Advantages:** The advantages of this scenario are that:
 - Pelicans Hockey Club has identified a range of additional development activities that it could initiate with additional pitch capacity.
 - The '3G' surface on the new pitch would better meet football needs.
- **Disadvantages:** There are no obvious disadvantages to this scenario.
- **Conclusions:** There is merit in developing the proposals further.

8.12.3 Scenario 2: Providing a new clubhouse

- **Rationale:** Pelicans Hockey Club would like to develop a new clubhouse alongside the Lynnsport pitches and in so doing provide facilities for an Adapted Sports Hub for disabled sports.
- **Advantages:** The advantages of this scenario are that:
 - Pelicans Hockey Club would have a dedicated clubhouse alongside the pitches, which would help with hosting tournaments.
 - The provision of specialist disabled facilities as part of the clubhouse would increase opportunities for disability sport.
- **Disadvantages:** The advantages of this scenario are that:
 - There are no obvious unmet needs for disabled sport in the borough. The Council runs multi-sports Ability Counts, wheelchair bowls and football Ability Counts sessions every week at Lynnsport and disabled access to facilities at Lynnsport is rated as 'very good'.
 - There is currently no capital funding for the project and it is unclear what grant sources might be available.
 - Pelicans Hockey Club already has access to the general changing and social facilities at Lynnsport.
- **Conclusions:** More detailed feasibility work is needed to establish the extent of the need for the project and its capital and revenue cost implications.

8.13 Policy recommendations

8.13.1 Introduction

The recommendations in relation to hockey are made in the context of the National Planning Policy Framework (NPPF) paragraph 104, which stipulates that existing open space including playing pitches, should not be built upon unless:

- An assessment has taken place which has clearly shown the open space to be surplus to requirements, or;
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality, in a suitable location, or;
- The development is for alternative sport and recreation provision, the needs for which clearly outweighs the loss.

The following recommendations are arranged under the main headings of ‘protect’, ‘enhance’ and ‘provide’.

8.13.2 Protect

Recommendation 1 - Safeguarding existing provision: The Kings Lynn and West Norfolk PPS comprises a robust and evidence-based assessment of current and future needs for hockey in the borough. The PPS has identified a need to increase local hockey pitch capacity and to this extent, it will be important for all current community used hockey pitch sites to be retained and protected. It is therefore recommended that planning policies continue to support the retention of all sites, based upon the evidence in the PPS. If proposals to redevelop hockey pitches do come forward, this will only be permissible if they are replaced and meet policy exception E4 of Sport England’s Playing Fields Policy. This states that ‘the playing field or playing fields which would be lost as a result of the proposed development must be replaced by a playing field or playing fields of an equivalent or better quality and of equivalent or greater quantity, in a suitable location and subject to equivalent or better management arrangements, prior to the commencement of development’.

Recommendation 2 - Managing the football-hockey demand interface: Football clubs in the borough currently use 14 hours per week of midweek artificial grass pitch time for training purposes, displacing some hockey demand. Managing this demand via co-operative working between the FA and England Hockey is key to ensuring that all existing hockey pitches are retained and that additional ‘3G’ pitches provision is made to redeploy demand from football for floodlit training/match facilities.

8.13.3 Enhance

Recommendation 3 - Maintaining existing pitch capacity: The pitches at the Lynnsport will need to be resurfaced due course to ensure that they remain usable.

8.13.4 Provide

Recommendation 5 - Developer contributions and external funding: It is recommended that the action plan in the Kings Lynn and West Norfolk PPS be used as the basis for seeking an appropriate level of financial contributions under CIL arrangements (taking into account that CIL is a limited resource whose availability and extent is dependent on the phasing and degree of development realised and which is subject to a wide range of competing infrastructure demands) and/or through applications for external funding to cover the capital and revenue implications of securing additional hockey pitch capacity to meet the needs of the additional population arising from housing growth by 2040.

8.14 Action Plan

8.14.1 Introduction

In the context of the high-level recommendations above, the tables below set out the hockey action plan to guide the implementation of the Study. The abbreviation stands for KL&WNBC - Kings Lynn and West Norfolk Borough Council. The capital cost estimates are based upon Sport England's *Facility Costs - Third Quarter of 2024* (2024).

8.14.2 Key strategic actions

Table 96: Key strategic action plan for hockey in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Securing developer contributions	Ensure that policy provision is made to secure developer contributions towards additional hockey pitch capacity and ancillary facilities.	KL&WNBC	Developers	Determined by Sport England's New Development Calculator	High
Need for additional pitch capacity	Pursue the provision of a '3G' football turf pitch in Kings Lynn, to accommodate football demand from the existing hockey pitches.	KL&WNBC	Football Foundation	£1,155,000 for a '3G' pitch	High
Aspiration for a Hockey clubhouse and Adapted Sports Hub	Undertake additional feasibility work to make the case for provision and to establish the financial implications.	Pelicans HC	Little Explorers	£10,000 for a feasibility study	Medium

9 TENNIS AND PADEL COURT NEEDS

9.1 Organisational context

- **Lawn Tennis Association:** The Lawn Tennis Association is the governing body of the tennis and padel and supports their development in Kings Lynn and West Norfolk.
- **Affiliated Clubs:** There are seven LTA-affiliated tennis clubs in Kings Lynn and West Norfolk, along with one unaffiliated club.

9.2 Strategic context

9.2.1 National tennis strategy

The LTA's Vision is 'tennis is for everyone. All ages, all backgrounds, all levels of fitness, all abilities. Anyone can pick up a racket, anyone can be part of the tennis family'. Its Strategic Plan 2024 - 2026 'Tennis for Britain' (2024) contains the following priorities:

- Embed and grow LTA Youth across all venues and in the hearts and minds of children, parents, and the tennis workforce.
- Engage with and promote different formats of the sport and ways to play and enable a flexible approach to equipment to support positive experiences for adult players.
- Deliver resilient digital services, transformational digital products, and increase nationwide adoption of LTA Play Tennis.
- Implement and support comprehensive parks tennis operating models, particularly through Free Parks Tennis, Local Tennis Leagues and programme delivery in parks.
- Develop and enhance our support and engagement with Local Authorities, Active Partnerships, our Member Organisations, venues and operators to open up tennis.

9.2.2 Neighbouring local authorities

Outdoor sports facilities strategies in neighbouring districts identify cross-boundary issues:

East Cambridgeshire

The 'East Cambridgeshire Outdoor Sports Facilities Strategy' (2020) identifies that there is sufficient spare capacity to meet existing and future tennis needs.

Fenland

The 'Fenland Playing Pitch Strategy 2016 - 2031' (2016) identifies that there is sufficient spare capacity to meet existing and future tennis needs.

South Holland

The 'South Holland Playing Pitch Strategy' (2019) identifies that there is sufficient spare capacity to meet existing and future tennis needs.

North Norfolk

The 'North Norfolk Playing Pitch Strategy' (2019) identifies that 'the existing number of courts across the district as a whole would appear adequate'.

Breckland

Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected tennis needs.

West Suffolk

The 'West Suffolk Playing Pitch Assessment' (2022) identifies that there is sufficient spare capacity to meet existing tennis needs, but that an additional six courts will be required to meet future needs.

9.2.3 Implications of the strategic context

Tennis is embarking on an ambitious effort to attract new and lapsed participants and its programmes will be supported by strategic initiatives at county and local level to implement its strategy.

9.3 Stakeholder consultation

9.3.1 Lawn Tennis Association

Consultation with the Lawn Tennis Association highlighted the following issues:

- Tennis is addressing a number of issues in Kings Lynn and West Norfolk.
 - Whilst there are a number of thriving local clubs in the borough, many public courts on recreation grounds are in a poor state of repair.
 - Heacham Tennis Club recently folded, although its court is now run by the Sports and Social Club.
 - The Tennis Academy at King Edward VII Academy in Kings Lynn has been disbanded and the courts are no longer available for community use.
 - The tennis programme at Lynnsport has expanded to include some of the programmes displaced from the King Edward VII Academy.
- The LTA's vision for tennis has recently been introduced following a major consultative process. The vision is 'Tennis Opened Up' and the mission is to grow tennis by making it more relevant, accessible, welcoming and enjoyable. Strategic initiatives at county and national level aim to support this.
- The LTA wants to work with local authorities, clubs, coaches, community organisations and volunteers to promote a joined up, transformational improvement to the tennis landscape including existing facilities, largely through increasing the number of courts that are floodlit and covered but also courts that can be booked online to improve the 'customer journey' to find a court and book it.

- The LTA has a Parks Tennis Renovation Fund which recognises that tennis courts in parks play a key role in introducing people to tennis, with around 1.7 million people in Britain playing on parks courts in the past 12 months.
 - The LTA is committed to promoting tennis and working with councils to implement sustainable low-cost usage models for parks tennis courts. The aim is to bring courts across the country back to a good condition that can be maintained for the long-term and the LTA is keen to work with local authorities to secure these facilities for future community benefits.
 - The Government recognises that many local authorities have not invested in parks courts in recent years due to budget cuts, meaning that the quality of courts has deteriorated. In October 2021, recognising the need for investment the LTA and the Government announced a £30 million package to refurbish more than 4,500 public tennis courts, with a vision to get one million more people participating in tennis by 2024. This includes £8.4 million from the LTA and whilst funding will be priorities for deprived areas, there is believed to be sufficient funding to improve provision in Kings Lynn and West Norfolk.
 - The funding supports the provision of an online booking system available to all local authorities at no cost to them, in conjunction with refurbishment of tennis courts that are unplayable or in the poorest condition (prioritised by the lowest socio-demographic areas) and the installation of gate access aligned to online booking.
 - There is an established operating model for all courts and activities, including free usage and a recreational competition offer via local tennis leagues. A sustainability plan must be in place to ensure that courts continue to be maintained appropriately.
- The LTA also runs the ‘Clubspark’ online booking system, which enables players to book local courts.
- Most clubs in Kings Lynn and West Norfolk are operating at full capacity.
- The LTA’s facility loan scheme provides interest free loans from £25,000 with no upper limit. The funding stream will prioritise investment into low cost indoor structures and floodlights to enable communities to grow participation by accessing all year round facilities. The objectives of the fund are:
 - To provide indoor or floodlit and year round playing facilities to encourage community accessible play all year, including LED lighting conversions.
 - Enhance facilities to create better playing environments to encourage play all year.
 - Retain and increase the number of participants at the venue.
 - Offer and increase non-member ‘pay-and-play’ usage and coaching opportunities.
 - Grow the numbers of adults and juniors on the coaching programme.
 - Provide online booking through ClubSpark with courts available through LTA Rally.

- One of the LTA's key strategies is to find new ways to grow participation and Padel is an innovative format of tennis that's fun, flexible, easy to play and extremely sociable.
 - Padel is a form of tennis that's easy to play, fun and extremely sociable. It's played mainly in a doubles format on an enclosed court about a third of the size of a tennis court and can be played in groups of mixed ages and abilities, as it's not power dominant. The rules are broadly the same as tennis, although you serve underhand and the walls are used as part of the game with the ball allowed to bounce off them.
 - One of the fastest growing sports across continental Europe, Padel has gained increasing popularity over recent years, with over six million people currently playing in Spain. There were 150 Padel courts in Great Britain in 2021, with a target of 400 by 2023. There are currently no Padel Tennis courts in Kings Lynn and West Norfolk.

9.3.2 Local tennis clubs

A questionnaire survey was circulated to all LTA-affiliated clubs in the borough:

- Collectively the clubs in the borough have 1,202 members.
- Demand for tennis locally shows a slight increase over the past three years, with all clubs reporting increased membership numbers.

9.3.3 Deepdale and Brancaster Tennis Club

The club commented that 'villages in West Norfolk are well supplied with tennis courts. We are fortunate to have a lot of use by holiday makers who contribute to our funds and help us keep our courts in good order'.

9.3.4 Dersingham Tennis Club

The club commented that 'we are working in partnership with local Sports Ground Management Committee to get necessary permissions to refurbish the pavilion'.

9.4 Tennis and Padel Court Demand

9.4.1 Introduction

This section summarises the demand for tennis in Kings Lynn and West Norfolk and includes:

- National tennis demand patterns.
- LTA-affiliated clubs in Kings Lynn and West Norfolk.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

9.4.2 National demand patterns

LTA data on national tennis playing demand patterns is instructive for describing activity patterns in Kings Lynn and West Norfolk:

- **Location of play:** The importance of parks courts is emphasised by the following data on where people play tennis:

Table 97: National tennis demand: Location of play

Location	% players
Parks	32%
Education sites	21%
Tennis clubs	14%
Leisure centres	10%
Gyms/health clubs	7%
Private courts	5%
Indoor tennis centres	5%
Elsewhere	5%

- **Organised play:** Parks players are less reliant on organised tennis activity:

Table 98: National tennis demand: Types of play

Type of tennis	% parks players	% club players
Social tennis with friends/family	90%	74%
Informal tennis	15%	18%
Individual tennis competition	2%	17%
Group coaching/lessons	2%	15%
Team tennis competition	1%	13%
Private lessons	1%	11%
Cardio tennis	3%	8%

- **Satisfaction levels with courts:** The % of players of each type who are ‘very satisfied’ are as follows:

Table 99: National tennis demand: Satisfaction levels

Aspects of courts	% parks players	% club players
Safety of courts	28%	49%
Proximity to home	31%	45%
Condition of courts	13%	39%
Ease of booking	16%	35%
Cost of courts	36%	31%
Availability of courts	19%	30%
Number of courts	13%	30%
Customer service	10%	27%
Ancillary facilities	5%	26%

- **Awareness of local tennis courts:** The importance of publicising court availability is emphasised by the following findings:

Table 100: National tennis demand: Awareness levels

<i>Type of court</i>	<i>% people aware</i>
Parks courts	31%
Tennis club courts	28%
Leisure centres	27%
Education courts	15%
Indoor tennis centres	10%
Gyms/health clubs	12%
Other courts	9%
No facilities nearby	11%
No known facilities nearby	25%

9.4.3 Local demand patterns

LTA data on local tennis playing demand patterns in Kings Lynn and West Norfolk was gathered for the Community Tennis Partnerships programme in 2012 and 2013. The key findings are summarised below:

- **Participation rates:** 2.9% of borough residents played tennis in the previous 12 months, compared with 4.3% nationally.
- **Participation profile:** Those who play locally tend either to be young (16 - 19) or older (45 - 64), with a balanced gender profile, but a strong bias towards higher socio-economic groups.
- **Location of play:** The places where borough residents play, compared with the national data are as follows. It shows a disproportionate dependence on school and club courts as opposed to courts in parks.

Table 101: Local tennis demand: Location of play

<i>Location</i>	<i>% local players</i>	<i>% national players</i>
Parks	38%	53%
Education sites	45%	17%
Tennis clubs	28%	16%
Leisure centres	11%	15%
Gyms/health clubs	6%	7%
Elsewhere	14%	9%

- **Non-participants:** Non-participants in tennis in the borough cited the following reasons:

Table 102: Reasons for non-participation in tennis

Reason	% respondents
Just not for me	35%
Too busy	22%
Too physically demanding	16%
Don't like the game	13%
Poor health	12%
Already play other sports	8%
Nowhere to play locally	6%
Difficult game to play	4%
Don't know where to play	3%
Nobody to play with	2%

9.4.4 Kings Lynn and West Norfolk Clubs

Tennis clubs in Kings Lynn and West Norfolk and where they play are as follows.

Table 103: Tennis clubs in Kings Lynn and West Norfolk

Club	Home courts	No. members
Deepdale and Brancaster Tennis Club	Brancaster Village Hall	110
Dersingham Tennis Club	Dersingham Recreation Ground	50
Great Massingham Tennis Club	Great Massingham Recreation Ground	260
Overy Tennis Club*	Overy Tennis and Sports Club	115
South Creak Tennis Club	South Creak Recreation Ground	75
Terrington St. Clement Tennis Club	Terrington St. Clement Recreation Ground	145
The Burnhams Tennis Club	Burnham Market Recreation Ground	205
West Norfolk Tennis Club	North Roughton Recreation Ground	120

* Not affiliated to the LTA.

9.4.5 Changes since 2023

Club membership in 2022 compares with the current figures (2025) as follows:

Table 104: Tennis club membership in Kings Lynn and West Norfolk in 2022 and 2025

Club	Members 2022	Members 2025	Change
Deepdale and Brancaster Tennis Club	110	130	+20
Dersingham Tennis Club	50	55	+5
Great Massingham Tennis Club	260	260	0
Overy Tennis Club	115	105	-10
South Creak Tennis Club	75	200	+125
Terrington St. Clement Tennis Club	145	157	+12
The Burnhams Tennis Club	205	212	+7
West Norfolk Tennis Club	120	120	0
TOTALS	1,080	1,239	+159

9.4.6 Displaced demand

Displaced demand relates to play by players from within the study area which takes place outside of the area, or vice versa. Based upon the results of the clubs' survey, there is no evidence of any displaced demand for tennis.

9.4.7 Unmet demand

Unmet demand takes a number of forms:

- Players may have access to a court for matches but nowhere to train or vice versa.
- Some facilities may be unavailable to the community.
- The poor quality and limited capacity of facilities and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

There is no evidence of unmet demand for outdoor tennis courts in Kings Lynn and West Norfolk at present.

9.4.8 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. The LTA's 'Periscope' modelling exercise has assessed the latent demand in Kings Lynn and West Norfolk and concluded that there is latent demand for tennis from 6,722 people in the borough, which with an assumed 'penetration rate' of 8%, could convert to 538 additional players, based on court access and spare capacity. With no padel courts in Kings Lynn and West Norfolk at present, the LTA calculates latent demand as follows:

Table 105: Latent demand for padel courts in Kings Lynn and West Norfolk

<i>Population</i>	<i>Tennis demand (20% of population)</i>	<i>Padel market penetration @ 8%</i>	<i>Courts needed to meet demand</i>
154,300	30,860	2,469	12

9.4.9 Future demand

This has been assessed as follows:

- **Participation rates:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for tennis at national level since 2015:

Table 106: 'Active Lives' survey: National tennis participation rates 2015 - 2022

<i>Nov '15 - Nov '16</i>	<i>May '16 - May '17</i>	<i>Nov '16 - Nov '17</i>	<i>May '17 - May '18</i>	<i>Nov '17 - Nov '18</i>	<i>May '18 - May '19</i>	<i>Nov '18 - Nov '19</i>	<i>May '19 - May '20</i>	<i>Nov '19 - Nov '20</i>	<i>May '20 - May '21</i>	<i>Nov '20 - Nov '21</i>	<i>Nov '21 - Nov '22</i>	<i>% Change</i>
6.8%	7.0%	6.9%	6.6%	6.2%	6.0%	5.9%	6.0%	6.1%	5.8%	5.1%	6.0%	-0.8%

- **LTA adult tennis participation rates:** The LTA's participation data shows an upward trend in participation rates for adult tennis (people aged 16 and over):

Table 107: LTA national adult tennis participation rates 2018 - 2022

<i>Frequency of play</i>	<i>Feb-Apr 2018</i>	<i>Feb-Apr 2019</i>	<i>Feb-Apr 2020</i>	<i>Feb-Apr 2021</i>	<i>Feb-Apr 2022</i>	<i>% Change</i>
Past year	7.29%	6.91%	7.77%	5.20%	8.11%	+0.81%
Past month	2.07%	2.23%	2.09%	1.18%	3.24%	+1.17%

- **LTA junior tennis participation rates:** The LTA's participation data shows an upward trend in participation rates for junior tennis (people aged between 4 and 15):

Table 108: LTA national junior tennis participation rates 2020 - 2022

<i>Apr 2020</i>	<i>Apr 2021</i>	<i>Apr 2022</i>	<i>% Change</i>
9%	11%	15%	+4%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

9.4.10 Key findings on demand

The key findings on demand are as follows:

- There are eight local clubs serving Kings Lynn and West Norfolk. Collective membership numbers have increased by 14.7% since 2022.
- There is some evidence of latent demand for outdoor tennis courts in Kings Lynn and West Norfolk at present, with potentially 538 additional players based on LTA modelling.
- Future demand patterns are likely to be similar to current levels, based on participation trends but the higher population projections will create a requirement for 3.1% additional capacity by 2040 based on the lower population projection or 16.1% additional capacity based on the higher projection.

9.5 Tennis and Padel Court Supply

9.5.1 Introduction

This section summarises the detail of outdoor tennis court supply in Kings Lynn and West Norfolk. The courts included in the analysis are defined as courts permanently laid out with regulation markings for tennis.

9.5.2 Tennis courts with community use and used

Table 109: Tennis courts with community use and used in Kings Lynn and West Norfolk

Site	Address	Floodlit courts	Non-floodlit courts	Sub-area
Lynnsport	Greenpark Avenue, King's Lynn PE30 2NB	4 Tarmac	-	Kings Lynn
Brancaster Playing Fields	Cross Lane, Brancaster PE31 8AE	-	1 Synthetic Grass	Hunstanton
Deepdale and Brancaster Tennis Club	Main Road, Brancaster Staithe PE31 8BX	-	2 Tarmac	Hunstanton
Dersingham Tennis Club	Manor Road, Dersingham PE31 6LN	2 Tarmac	-	Hunstanton
Docking Playing Field	Bradmere Road, King's Lynn PE31 8NQ	-	1 Polymeric	Hunstanton
East Rudham Playing Field	School Road, East Rudham PE31 8GN	1 Synthetic Grass	-	Hunstanton
Feltwell Playing Field	Paynes Lane, Feltwell IP26 4BB	-	1 Tarmac	Downham Market
Great Massingham Tennis Club	Station Road, Great Massingham PE32 2HU	2 Tarmac	-	Hunstanton
Hunstanton Recreation Ground	Greevegate, Hunstanton PE36 6AE	2 Tarmac	10 Grass	Hunstanton
Memorial Playing Field	Lynn Road, Downham Market PE38 9QE	2 Tarmac	-	Downham Market
Northwold Recreation Ground	Hovells Lane, Northwold IP26 5LX	1 Tarmac	-	Downham Market
Overy Tennis Club	Gong Lane, Burnham Overy PE31 8JG	-	2 Tarmac	Hunstanton
South Creake Tennis Club	The Playing Field, South Creake NR21 9PP	-	2 Grass	Hunstanton
Terrington St. Clement Tennis Club	Lynn Road, King's Lynn PE34 4JU	2 Tarmac	-	Kings Lynn
The Burnhams Tennis Club	Main Road, Brancaster Staithe PE31 8BX	-	2 Tarmac	Hunstanton
Thornham Recreation Ground	High Street, Thornham PE36 6LX	-	1 Synthetic Grass	Hunstanton
West Norfolk Tennis Club	New Road, North Runcton PE33 0RA	-	2 Tarmac 3 Grass	Kings Lynn
TOTALS	-	17 courts	26 courts	-

9.5.3 Tennis courts by sub-area

Courts with community use and used by sub-area are as follows. It shows that levels of provision vary widely across the borough, being highest in the Hunstanton sub-area and poorest in the Downham Market sub-area:

Table 110: Tennis courts with community use and used by sub-area in Kings Lynn and West Norfolk

<i>Sub-area</i>	<i>Population</i>	<i>No. Courts</i>	<i>Courts per capita</i>
Hunstanton	28,316	28	1: 1,011
Kings Lynn	67,643	11	1: 6,149
Downham Market	55,286	4	1: 13,822
KL & WEST NORFOLK	151,245	43	1: 3,517

9.5.4 Tennis courts where use was recently discontinued

The use of the following courts was recently discontinued:

Table 111: Tennis courts where use was recently discontinued in Kings Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Courts</i>	<i>Sub-area</i>
Heacham Social Club	Station Road, Heacham PE32 7EX	1 Tarmac	-
William Burt Community Complex	Watering Lane, West Winch PE33 0JY	2 Tarmac	Kings Lynn

9.5.4 Tennis courts with no community use

The following courts are not available for community use:

Table 112: Tennis courts without community use in Kings Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Courts</i>
Bircham Newton Training Centre	Bircham Newton, King's Lynn PE31 6RH	2 Tarmac
Downham Market Academy	Bexwell Road, Downham Market PE38 9LL	2 Tarmac
Glebe House School	Cromer Road, Hunstanton PE36 6HW	2 Artificial Grass
Iceni Academy	Stoke Road, Methwold IP26 4PE	3 Tarmac
King Edward VII Academy	Gaywood Road, King's Lynn PE30 2QB	3 Synthetic Grass 4 Tarmac
Kings Lynn Academy	Queen Mary Road, Kings Lynn PE30 4QG	3 Tarmac
Marshland High School	School Road, West Walton PE14 7HA	4 Tarmac
RAF Marham	Woodview Road, King's Lynn PE33 9JX	2 Tarmac
Smithdon High School	Downs Road, Hunstanton PE36 5HY	6 Tarmac
Springwood High School	Queensway, King's Lynn PE30 4AW	3 Artificial Grass
St. Clements High School	Churchgate Way, Terrington St. Clement PE34 4LZ	2 Tarmac
TOTALS	-	36 courts

9.5.5 Padel courts

There are currently no padel courts in Kings Lynn and West Norfolk.

9.6 Quality

9.6.1 The criteria assessed for tennis courts

The quality of tennis courts was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were assessed were as follows:

- **The court:** Court surface, line markings and fitness for purpose.
- **Fencing:** Condition and appearance.
- **Disability access:** Provision for disabled access to the courts.
- **General access:** Parking, signage and proximity to public transport.
- **Lighting:** The quality, illumination levels and evenness of floodlights.

9.6.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’ (highlighted in green below), 4 to ‘good’ (also highlighted in green below), 3 to ‘average’ (highlighted in yellow below), 2 to ‘poor’ (highlighted in red below) and 1 to ‘very poor’ (also highlighted in red below).

9.6.3 Tennis court assessment

The ratings for tennis courts in Kings Lynn and West Norfolk are shown in the table below.

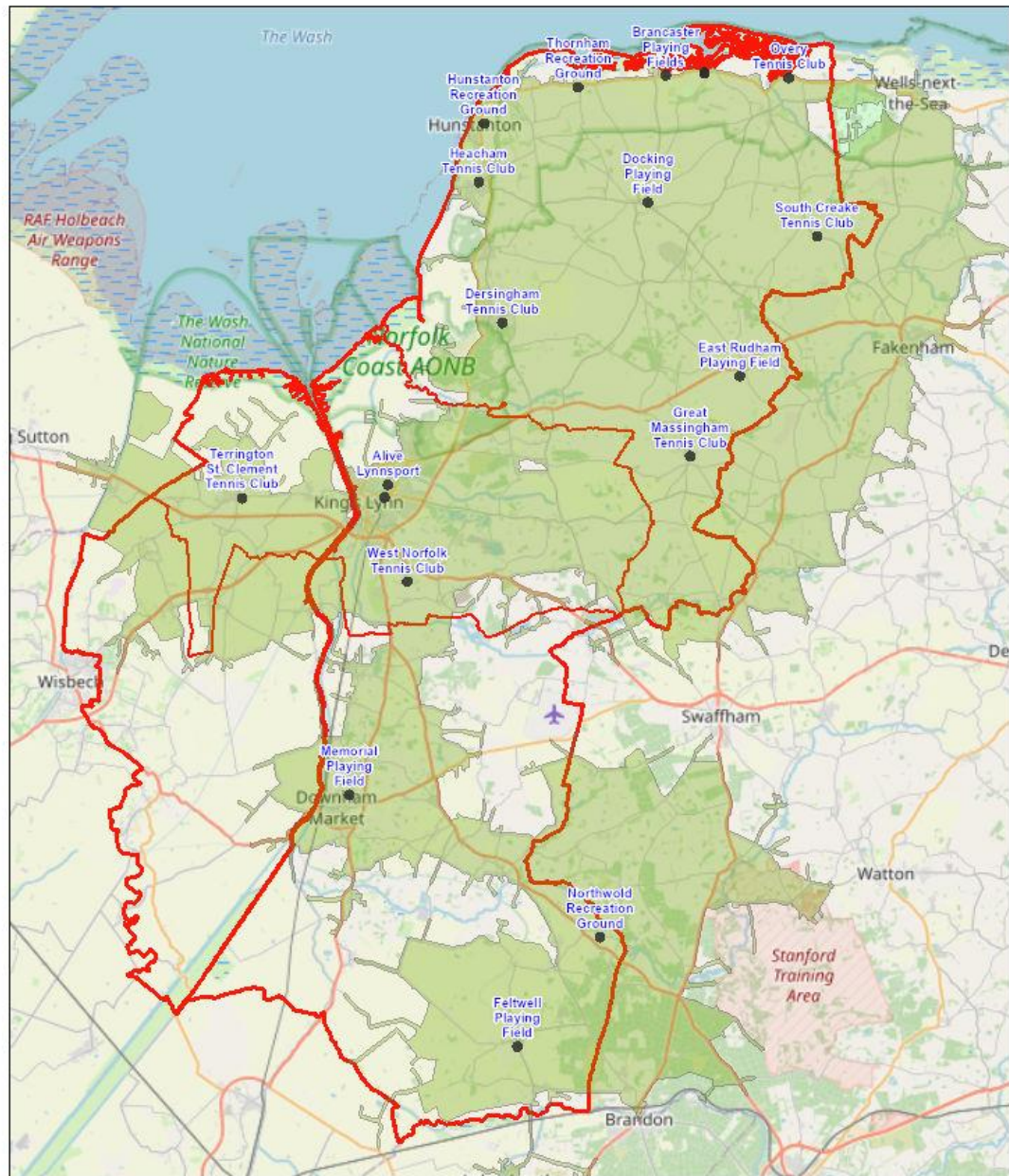
Table 113: Tennis courts in Kings Lynn and West Norfolk: Quality audit

<i>Facility</i>	<i>Courts</i>	<i>Fencing</i>	<i>Disability Access</i>	<i>Changing</i>	<i>Lighting</i>
Alive Lynnsport	5	5	4	5	5
Brancaster Playing Fields	4	4	3	-	-
Deepdale and Brancaster TC	4	4	3	3	-
Dersingham Tennis Club	5	5	3	3	5
Docking Playing Field	4	3	3	-	4
East Rudham Playing Field	3	3	3	-	3
Feltwell Playing Field	2	4	4	4	-
Great Massingham Tennis Club	4	4	4	2	4
Hunstanton Recreation Ground tarmac courts	5	5	3	-	4
Hunstanton Recreation Ground grass courts	5	4	3	-	-
Memorial Playing Field	5	5	4	4	5
Northwold Recreation Ground	3	3	1	2	3
Overy Tennis Club	4	3	2	2	-
South Creak Tennis Club	3	3	2	5	-
Terrington St. Clement TC	5	4	4	3	5
The Burnhams Tennis Club	4	5	4	5	5
Thornham Recreation Ground	3	4	3	-	-
West Norfolk Tennis Club	3	4	2	2	-

9.7 Accessibility

The LTA applies a 10 minute drivetime catchment to define accessibility. The map overleaf shows that several rural parts of the Downham Market sub-area are beyond 10-minutes' drivetime of a tennis court.

KINGS LYNN & WEST NORFOLK Outdoor Tennis 10 Minutes Drive



8/22/2022

- OUTDOOR TENNIS 10 MINS DRIVE
- 10.0 Minutes
- KINGS LYNN, HUNSTANTON, DOWNHAM MARKET SUB AREAS
- KINGS LYNN AND WEST NORFOLK DISTRICT BOUNDARY

1:477,790
0 2.5 5 10 mi
0 4 8 16 km

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9.8 Availability

The table below identifies the basis of use and cost of tennis court usage in Kings Lynn and West Norfolk:

Table 114: Tennis courts in Kings Lynn and West Norfolk: Basis of use

<i>Facility</i>	<i>Basis of use</i>
Lynnsport	Membership and 'Pay-and-play' Membership £50 per annum £16.50 'Pay-and-play' peak court hire £8.60 'Pay-and-play' off-peak court hire
Brancaster Playing Fields	'Pay-and-play; £5 per hour
Deepdale and Brancaster TC	Membership only Adult membership £40 per annum Junior membership £12 per annum
Dersingham Tennis Club	Membership and 'Pay-and-play' (via Clubspark) Adult membership £40 per annum Junior membership £12 per annum 'Pay-and-play' £2.50 per person (plus £5 for floodlights)
Docking Playing Field	Open access - No charge
East Rudham Playing Field	Open access - No charge
Feltwell Playing Field	Open access - No charge
Great Massingham Tennis Club	Membership and 'Pay-and-play; Adult membership £35 per annum Junior membership £9.50 per annum 'Pay-and-play' £5 per hour
Hunstanton Recreation Ground	'Pay-and-play' £5.35
Memorial Playing Field, Downham Market	Open access - No charge
Northwold Recreation Ground	No details available
Overy Tennis Club	Membership and 'Pay-and-play' Adult membership £45 per annum Junior membership £15 per annum 'Pay-and-play' £2.50 per person
South Creake Tennis Club	Membership and 'Pay-and-play' Household membership £45 per annum Junior membership £12 per annum 'Pay-and-play' £12 per hour
Terrington St. Clement TC	Membership only Adult membership £45 per annum Junior membership £10 per annum
The Burnhams Tennis Club	Membership and 'Pay-and-play' Adult membership £90 per annum Junior membership £12 per annum 'Pay-and-play' £13 per hour
Thornham Recreation Ground	Membership only Membership £35 per annum

<i>Facility</i>	<i>Basis of use</i>
West Norfolk Tennis Club	Membership only Adult membership £60 per annum Junior membership £10 per annum

9.9 Key findings on supply

The key findings are as follows:

- There are 55 tennis courts with community access in Kings Lynn and West Norfolk, 24 of which are floodlit.
- The quality of club-owned tennis courts is generally good, but there are issues with disabled access and changing facilities at five and four sites respectively.
- Several rural parts of the Downham Market sub-area are beyond 10-minutes' drivetime of a tennis court.
- 25 courts are available for casual use on a 'pay-and-play' or open access basis. All other courts are for club members only.

9.10 Changes since 2023

There have been the following changes since 2023:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

9.11 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which tennis facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- There is a good mix of club and open access courts to cater for a range of standards of play.
- There are capacity and quality issues at some courts that will need to be addressed if current and future participation levels are to be sustained.

9.12 The balance between tennis court supply and demand

Four criteria have been assessed to evaluate the balance between tennis court supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs now and in the future?

- **Quality:** Are the courts fit for purpose for the users now and in the future?
- **Accessibility:** Are the courts in the right physical location for the users now and in the future?
- **Availability:** Are the courts available for those who want to use them now and in the future?

9.13 Quantity

9.13.1 Tennis current needs

The LTA calculates the capacity of tennis courts in relation to 'Estimated Membership Capacity'. This is applied to club courts, on the basis that:

- A floodlit outdoor court has a capacity of 60 members.
- A non-floodlit outdoor court has a capacity of 40 members.

The results of applying this to courts in Kings Lynn and West Norfolk is tabulated below. Capacity shortfalls are shown in brackets and the analysis shows that:

- Seven sites are operating at over capacity.
- When aggregated for the borough as a whole, there is a small deficit of provision, equivalent to five floodlit courts.

Table 115: Tennis courts in Kings Lynn and West Norfolk: Supply - demand balance at club courts

Facility	No. courts	Capacity	No. members	Balance
Deepdale and Brancaster TC	2	80	130	(50)
Dersingham Tennis Club	2	120	55	65
Great Massingham TC	2	120	260	(140)
Overy Tennis Club	2	80	105	(25)
South Creak Tennis Club	2	80	200	(120)
Terrington St. Clement TC	2	120	157	(37)
The Burnhams Tennis Club	2	120	212	(92)
West Norfolk Tennis Club	5	200	120	(80)
TOTALS	19	920	1,239	(319)

9.13.2 Tennis future needs

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

Future demand patterns are likely to be similar to current levels based on participation trends, but the lower population growth projections will create a requirement for 3.1% additional capacity by 2040, which is equivalent to two extra courts, whilst the higher population growth projections will create a requirement for 16.1% additional capacity by 2040, which is equivalent to nine extra courts.

9.13.3 Padel current needs

The LTA calculates the need for padel courts as follows:

Table 116: Current demand for padel courts in Kings Lynn and West Norfolk

Population	Tennis demand (20% of population)	Padel market penetration @ 8%	Courts needed to meet demand
154,300	30,860	2,469	12

9.13.4 Padel future needs

Future demand can be calculated on the same basis:

Table 117: Future demand for padel courts in Kings Lynn and West Norfolk

Population	Tennis demand (20% of population)	Padel market penetration @ 8%	Courts needed to meet demand
159,050	31,810	2,545	13
179,300	35,860	2,869	14

9.14 Quality

9.14.1 Current quality

The quality of club-owned tennis courts is generally at least ‘standard’, but four courts have ‘poor’ quality playing surfaces and there are issues with disabled access and changing facilities at five and four sites respectively.

9.14.2 Future quality

All court providers will need to continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

9.15 Accessibility

9.15.1 Current accessibility

Several rural parts of the Downham Market sub-area are beyond 10-minutes’ drivetime of a tennis court. None of the borough is within the catchment of a padel court.

9.15.2 Future accessibility

Providing locally accessible outdoor tennis and padel courts as part of the housing developments would be consistent with meeting health and well-being objectives in the new developments.

9.16 Availability

9.16.1 Current availability

25 courts are available for casual use. All other courts are for club members only.

9.16.2 Future availability

Provision should be made for ‘pay and play’ access to all new courts.

9.17 The options for securing additional tennis and padel court capacity

The options for securing existing and additional tennis and padel court capacity to meet current and future needs are as follows:

9.17.1 Protect

Protecting existing tennis courts through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

9.17.2 Provide

There is a need to provide seven additional tennis and padel courts to meet demand arising from the higher population growth projections and there is a case for making locally-accessible provision in any major new housing developments.

9.17.3 Enhance

Enhancing existing tennis court capacity by:

- Addressing the disabled access issues at the three sites where this is rated as ‘poor’.
- Ensuring that the courts and ancillary facilities receive regular maintenance and improvements, funded by developer contributions where appropriate.
- Considering the addition of floodlights at appropriate sites, particularly in conjunction with netball developments at shared use sites.
- Investigating gate access technology and the Clubspark court booking system.

9.18 Action Plan

9.18.1 Introduction

The tables below set out the action plan for tennis courts to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions. The capital cost estimates are based upon Sport England's *Facility Costs - Third Quarter of 2024* (2024).

9.18.2 Key strategic actions

Table 118: Key strategic action plan for tennis in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing tennis courts.	Include a policy in the Local Plan to protect all existing tennis courts.	KL&WNBC	-	-	High
Funding for future tennis and padel court needs.	Ensure that S106 contributions are collected from developers.	KL&WNBC	Developers	-	High
Improving the use of parks and recreation ground courts	Investigate gate access technology and Clubspark court booking system.	KL&WNBC	LTA	TBC	Medium

9.18.3 Site-specific actions

Table 119: Site-specific action plan for tennis in Kings Lynn and West Norfolk

Site	Issues	Action	Lead	Partners	Resources	Priority
Alive Lynnsport	No current issues	No action	-	-	-	-
Brancaster Playing Fields	No current issues	No action	-	-	-	-
Deepdale and Brancaster TC	No current issues	No action	-	-	-	-
Dersingham Tennis Club	Aspiration to improve changing facilities	Upgrade changing	Dersingham TC	-	£150,000	High
Docking Playing Field	No current issues	No action	-	-	-	-
East Rudham Playing Field	No current issues	No action	-	-	-	-
Feltwell Playing Field	Poor quality court	Resurface court	Feltwell PC	-	£15,000	Medium
Great Massingham Tennis Club	Poor quality changing	Upgrade changing	Great Massingham Sports Assoc.	-	£150,000	High
Hunstanton Recreation Ground	No current issues	No action	-	-	-	-
Memorial Playing Field, Downham Market	No current issues	No action	-	-	-	-

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Northwold Recreation Ground	<ul style="list-style-type: none"> • Poor quality changing • Poor disability access 	Provide new clubhouse with improved disabled access.	Northwold PC	-	£150,000 for changing	High
Overy Tennis Club	<ul style="list-style-type: none"> • Poor quality changing • Poor disability access 	Provide new clubhouse with improved disabled access.	Burnham Overy PC	-	£150,000 for changing	High
South Creake Tennis Club	Poor disability access	Provide a tarmac path from the access point	South Creake PC	-	£1,500 for path	High
Terrington St. Clement TC	No current issues	No action	-	-	-	-
The Burnhams Tennis Club	No current issues	No action	-	-	-	-
Thornham Recreation Ground	No current issues	No action	-	-	-	-
West Norfolk Tennis Club	<ul style="list-style-type: none"> • Poor quality changing • Poor disability access 	Provide new clubhouse with improved disabled access.	West Norfolk Tennis Club	-	£150,000 for changing	High

10 BOWLS GREEN NEEDS

10.1 Organisational context

- **Bowls England:** Bowls England is the governing body of the sport and supports the development of the game in Kings Lynn and West Norfolk.
- **Affiliated Clubs:** There are 35 bowls clubs in Kings Lynn and West Norfolk.

10.2 Strategic context

10.2.1 Bowls England Strategic Plan

Bowls England's strategic plan '*Fit for the Future: Bowls England Strategy 2021 - 2026*' (2021) contains the following material of relevance:

Target: To target is to create a million more 'bowls experiences' by 2026.

Mission: The mission is 'to promote and develop the sport of bowls across England so it enriches the lives of its participants, connects communities and is in good health for future generations'.

Making bowls accessible: The actions include:

- 'Developing and marketing new, introductory forms of the game to service identified target markets of new bowlers'.
- 'Modernising our digital platforms and experiences so new bowlers can easily locate opportunities to get involved in our sport'.
- 'Working with clubs and facility owners to break down barriers and ensure every new bowler's first time is uncomplicated and compelling'.
- 'Developing and implementing a Diversity and Inclusion Strategy to ensure our sport is more representative of society'.
- 'Building new partnerships with like-minded organisations to engage groups of people from outside our sport'.

Support our communities: The actions include:

- 'Delivering and expanding our range of club services to support club management teams, increase their capability and empower them to thrive'.
- 'Working at a local and national level to arrest the decline in facilities to ensure places to play bowls are accessible, inclusive and sustainable'.

10.2.2 Neighbouring local authorities

Outdoor sports facilities strategies in neighbouring districts identify cross-boundary issues:

East Cambridgeshire

The 'East Cambridgeshire Outdoor Sports Facilities Strategy' (2020) identifies that there is sufficient spare capacity to meet existing and future bowls needs.

Fenland

The 'Fenland Playing Pitch Strategy 2016 - 2031' (2016) identifies that there is sufficient spare capacity to meet existing and future bowls needs.

South Holland

The 'South Holland Playing Pitch Strategy' (2019) identifies that there is sufficient spare capacity to meet existing and future bowls needs.

North Norfolk

The 'North Norfolk Playing Pitch Strategy' (2019) notes that 'at present, there is considerable spare capacity at most bowling greens in the district. At one stage, 80 bowlers per club was often regarded as a stable number to aim for to keep the club sustainable - no clubs in North Norfolk reach that figure'.

Breckland

Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected bowls needs.

West Suffolk

The 'West Suffolk Playing Pitch Assessment' (2022) identifies that there is sufficient spare capacity to meet existing and future bowls needs.

10.3 Stakeholder consultation

10.3.1 Bowls England

Consultation with Bowls England highlighted the following issues:

- There are 35 outdoor bowls clubs in the district, variously affiliated either to the Norfolk Bowls Association, the Norfolk Bowls Federation or operating on an unaffiliated basis. There used to be more but clubs in Burnham, East Rudham, South Lynn and West Lynn all recently closed.
- The key issue for clubs is the recruitment of participants.
- The average age of bowls participants in Norfolk is 65.

10.3.2 The Albert Victor Bowls League

Consultation with the League Secretary highlighted that:

- ‘The League has been running since the 1950’s, mainly based around Dersingham where it is still currently based. Up until the last 10 years the membership of the league was 40 clubs in four divisions. This membership has slowly dwindled over the past 10 years but still had a membership of 37 clubs pre-covid’.
- ‘The main reasons in the decline in bowls clubs over the past 10 to 15 years has been the closure of greens/clubs attached to pubs and the inability of independent clubs to attract members and consequently are unable to sustain funding for their activities with the high cost of green maintenance and in some cases green rental. There is now not a single club attached to a pub in the. League whereas there were probably 7 or 8 at one time’.
- ‘The overall effect of covid on the League was to reduce the number of clubs. We actually lost 8 participating teams. Two of these clubs folded, one of which could not financially survive the lack of funds due to covid. The others withdrew a team as their membership post-covid did not allow the participation in more than 2 leagues. The loss of membership generally was partly due to covid, or the fear of covid, but also some older members are no longer fit enough to play’.
- ‘Bowls as a community sport is and has been on the decline for a number of years for a multitude of reasons. Some are mentioned above, others are not so obvious. There seems to have been a decline in the understanding of mutual community benefits attached to all types of organisations and sporting activities in general. Several Bowls greens have been lost over the years due to relationships between the bowls club members and their hosts that provide the facility’.
- ‘There is also a general lack of enthusiasm in the under 55’s to actually volunteer to help their own clubs, with a very common resulting factor that in the majority of clubs where a very few people do all the work to make the club viable, these people are mostly over 65 or older. I personally do not think the decline can be halted by ‘throwing money at it’ but obviously additional funding would allow clubs to improve their facilities. Also help with obtaining grant monies could be a help to some clubs’.

10.3.3 Local bowls clubs

A questionnaire survey was circulated to all clubs in Kings Lynn and West Norfolk. All responding clubs have experienced falling memberships in recent years. Specific comments made by clubs were as follows:

- **Hunstanton Cliff Parade Bowls Club:** ‘The club commented that ‘covid affected us very badly with many members not returning. Only through a recruitment drive did the club keep going and even now many new members still learning to play. I hope more money will be spent on the playing green and clubhouse otherwise the slow deterioration could see the club close’.
- **Marshland St. James Bowls Club:** ‘We had our own changing rooms and showers but when Marshland Hall was built a grant from Sport England was obtained by the hall committee. Our Changing room was demolished and we now have to pay to use the toilets etc at the hall. We felt we were robbed’.

- **Massingham Bowls Club:** ‘As a club there have not been any long-standing effects from Covid. Although we lost some older members in 2019 / 2020 this would probably have happened anyway. We were also fortunate to have a group of local men in their 50's join at the outset of the 2022 season which has more than compensated for the older members ceasing to play’.
- **Northwold Bowls Club:** The club commented that ‘we cannot see this club lasting another 3 years’.
- **Wiggenhall Bowls Club:** The club commented that ‘for the duration of lockdown and the uncertain restrictions that followed we were not able to use the club, and so felt we could not charge members the annual subscriptions. Some members were reluctant to start playing again even when restrictions began to be lifted. Our volunteer team continued to maintain and upgrade the green, working by rota. We were unable to hold our usual fund-raising events for well over a year. We therefore lost income for nearly 2 years, and still had expenditure. We were fortunate to qualify for a £10,000 grant via the local authority, which has in effect allowed the Club to continue in existence. Over the nearly 2 years, although we did not lose any members to covid, some members have stopped playing for other health reasons’.

10.4 Bowls Green Demand

10.4.1 Introduction

This section summarises the demand for bowls in Kings Lynn and West Norfolk and includes:

- Expressed demand.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

12.4.2 Expressed demand

Bowls clubs in Kings Lynn and West Norfolk and the greens where they play are as follows.

Table 120: Bowls clubs in Kings Lynn and West Norfolk

Club	Green
Albert Victor Bowls Club	Ingoldisthorpe
Anmer Bowls Club	Anmer Social Club
Bircham Bowls Club	Great Bircham Social Club
Castle Acre Coronation	Castle Acre Playing Field
Dersingham Institute Bowls Club	Dersingham Institute
Docking Bowls Club	Docking Bowls Club
Downham Market Conservative	Downham Market Conservative
Feltwell Bowls Club	Feltwell Royal British Legion
Flitcham Bowls Club	Flitcham Bowls Club
Gaywood Park Bowls Club	Gaywood Park

<i>Club</i>	<i>Green</i>
Globe Bowls Club	Globe Bowls Club
Great Massingham Bowls Club	Great Massingham Multi-sports Club
Heacham Social Bowls Club	Heacham Social Club
Hockwold Village Bowls Club	Hockwold Sports Club
Emneth Bowls Club	Emneth Bowls Club
Hunstanton Bowls Club	Hunstanton Recreation Ground
Hunstanton Cliff Parade	Cliff Parade
Kings Lynn Bowls Club	River Lane Recreation Ground
King William Bowls Club	Terrington St. Clement Recreation Ground
Marham Sports and Social	Coronation Playing Field
Marshland St. James Bowls Club	Marshland Hall
Northwold Bowls Club	Northwold Recreation Ground
Runcton Holme Bowls Club	Runcton Holme Recreation Ground
Sandringham Bowls Club	Sandringham Social Club
Searles Bowls Club	Searles Leisure Resort
Shouldham Bowls Club	Shouldham Bowls Club
South Creak Bowls Club	South Creak Bowls Club
Southery Bowls Club	Southery Recreation Ground
Terrington Memorial Bowls Club	Terrington St. Clement Recreation Ground
United Bowls Club	United Bowls Club
Upwell Bowls Club	Upwell Bowls Club
Watlington Sports & Social Club	Watlington Sports & Social Club
West Winch Bowls Club	West Winch Bowls Club
Wiggenhall Bowls Club	Wiggenhall Bowls Club
Wolferton Bowls Club	Wolferton Social Club
Wootton Park Bowls Club	Gaywood Park

10.4.3 Displaced demand

Displaced demand relates to play by teams from within the study area which takes place outside of the area, or vice versa. Based upon the results of the clubs' survey, there is no evidence of any displaced demand for bowls.

10.4.4 Unmet demand

Unmet demand takes a number of forms:

- Clubs may have access to a facility for matches but nowhere to train or vice versa.
- Some facilities may be unavailable to the community.
- The poor quality and limited capacity of facilities and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

There is no evidence of unmet demand for outdoor bowls greens in Kings Lynn and West Norfolk at present, with all clubs reporting spare capacity to accommodate additional members.

10.4.5 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is no evidence of latent demand for bowls in Kings Lynn and West Norfolk at present with no clubs operating waiting lists.

10.4.6 Future demand

This has been assessed as follows:

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for bowls at national level since 2015:

Table 121: 'Active Lives' survey: National bowls participation rates 2015 - 2022

Nov '15 - Nov '16	May '16 - May '17	Nov '16 - Nov '17	May '17 - May '18	Nov '17 - Nov '18	May '18 - May '19	Nov '18 - Nov '19	May '19 - May '20	Nov '19 - Nov '20	May '20 - May '21	Nov '20 - Nov '21	Nov '21 - Nov '22	% Change
0.8%	0.8%	0.8%	0.8%	0.7%	0.7%	0.5%	0.5%	0.4%	0.2%	0.4%	0.6%	-0.2%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 122: 'Active Lives' survey: Kings Lynn and West Norfolk participation rates 2015 - 2024

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	74.8%	-3.7%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

10.4.7 Key findings on demand

The key findings on demand are as follows:

- There are 34 local clubs serving Kings Lynn and West Norfolk.
- There is no evidence of any displaced or unmet demand.
- Future demand patterns are likely to be similar to current levels, based on a balance between participation trends and population projections.

10.5 Bowls Green Supply

10.5.1 Introduction

This section summarises the detail of bowls green supply in Kings Lynn and West Norfolk. The greens included in the analysis are defined as grassed permanently laid out greens.

10.5.2 Greens with community use and used

Table 123: Bowls greens with community use and used in Kings Lynn and West Norfolk

Site	Address	Sub-area
Albert Victor Bowls Club	Smithy Road, Ingoldisthorpe PE31 6PA	Hunstanton
Anmer Bowls Club	Main Road, Anmer PE31 6RN	Hunstanton
Bircham Railway Bowls Club	Church Lane, Great Bircham PE31 6XS	Hunstanton
Castle Acre Coronation BC	St. James's Green, Castle Acre PE32 2BD	Downham Market
Dersingham Institute Bowls Club	Manor Road, Dersingham PE31 6LD	Hunstanton
Docking Bowls Club	High Street, Docking PE31 8NG	Hunstanton
Downham Market Bowls Club	Bridge Street, Downham Market PE38 9DH	Downham Market
Emneth Bowls Club	Hungate Road, Emneth PE14 6DE	Downham Market
Feltwell Bowls Club	Long Lane, Feltwell IP26 4BJ	Downham Market
Flitcham Bowls Club	Abbey Road, Flitcham PE31 6BT	Hunstanton
Gaywood Park Bowls Club	Gayton Road, Kings Lynn PE30 4EG	Kings Lynn
Globe Bowls Club	St. John's Walk, King Lynn PE30 5HQ	Kings Lynn
Great Massingham Bowls Club	Station Road, Great Massingham PE32 2HU	Hunstanton
Heacham Social Bowls Club	Station Road, Heacham PE31 7HG	Hunstanton
Hockwold Sports Club	Main Street, Hockwold IP26 4LN	Downham Market
Hunstanton Bowls Club	Cromer Road, Hunstanton PE36 6BT	Hunstanton
Hunstanton Cliff Parade	Cliff Parade, Hunstanton PE36 6DX	Hunstanton
Kings Lynn Bowls Club	Beulah Street, Kings Lynn PE30 4DN	Kings Lynn
King William Bowls Club	Churchwaygate, Terrington St. Clement PE34 4PG	Kings Lynn
Marham Sports and Social Club	The Street, Marham PE33 9JQ	Downham Market
Marshland St. James Bowls Club	Smeeth Road, Marshland St. James PE14 8JB	Downham Market
Northwold Bowls Club	Hovells Lane, Northwold IP26 5LX	Downham Market
Runcton Holme Bowls Club	School Lane, Runcton Holme PE33 0AQ	Downham Market
Sandringham Bowls Club	Lynn Road, West Newton PE31 6AY	Hunstanton
Searles Leisure Resort	South Beach, Hunstanton PE36 5BB	Hunstanton
Shouldham Bowls Club	Fairstead Road, Shouldham PE33 0DL	Downham Market
South Creak Bowls Club	Fakenham Road, South Creak NR21 9PB	Hunstanton
Southery Bowls Club	Recreation Drive, Southery PE38 0NB	Downham Market
United Bowls Club	London Road, Kings Lynn PE30 5PY	Kings Lynn
Upwell Bowls Club	New Road, Upwell PE14 9AB	Downham Market
Watlington Sports and Social Club	Church Road, Watlington PE33 0HE	Downham Market
West Winch Bowls Club	Watering Lane, West Winch PE33 0JY	Kings Lynn
Wiggenhall Bowls Club	Mill Road, Wiggenhall St. Germans PE34 3HL	Kings Lynn
Wolferton Bowls Club	Wolferton PE31 6HA	Hunstanton
Wootton Park Bowls Club	Cemetery Drive, Kings Lynn PE30 4EG	Kings Lynn

10.5.3 Greens by sub-area

The number of greens by sub-area are as follows. It shows that there is a geographically equitable distribution of provision across the borough:

Table 124: Bowls greens with community use and used by sub-area in Kings Lynn and West Norfolk

<i>Sub-area</i>	<i>Population</i>	<i>No. Greens</i>	<i>Greens per capita</i>
Hunstanton	28,316	14	1: 2,023
Kings Lynn	67,643	8	1: 8,455
Downham Market	55,286	13	1: 4,253
<i>KL & WEST NORFOLK</i>	<i>151,245</i>	<i>35</i>	<i>1: 4,321</i>

10.5.4 Greens where use was recently discontinued

These are as follows:

Table 125: Bowls greens in Kings Lynn and West Norfolk where use was recently discontinued

<i>Site</i>	<i>Address</i>	<i>Sub-area</i>
Burnham Coronation BC	Station Road, Burnham Market PE31 8HA	Hunstanton
Clenchwarton Bowls Club	Main Road, Clenchwarton PE34 4DT	Kings Lynn
Houghton Bowls Club	Bircham Road, Houghton PE31 6UE	Hunstanton
Rudham United Bowls Club	School Lane, East Rudham PE31 8GN	Hunstanton
St. Lawrence Bowls Club	Old Lynn Road, Tilney All Saints PE34 4RU	Kings Lynn
South Lynn Bowls Club	Wootton Road, Kings Lynn PE30 3AZ	Kings Lynn
West Lynn Bowls Club	St. Peter's Road, West Lynn PE34 3LB	Kings Lynn

10.6 Quality

10.6.1 The criteria assessed for bowls greens

The quality of bowls greens was assessed by a non-technical visual inspection during a site visit to all facilities during the playing season. The criteria that were assessed were as follows:

- ***The green:*** The quality of the grass, flatness and regulation ditches.
- ***Changing facilities:*** The capacity, condition and fitness for purpose.
- ***Disability access:*** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- ***General access:*** Parking, signage and proximity to public transport.

10.6.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to 'very good' (highlighted in green below), 4 to 'good' (also highlighted in green below), 3 to 'average' (highlighted in yellow below), 2 to 'poor' (highlighted in red below) and 1 to 'very poor' (also highlighted in red below).

10.6.3 Bowls greens assessment

The ratings for bowls in Kings Lynn and West Norfolk are shown in the table below.

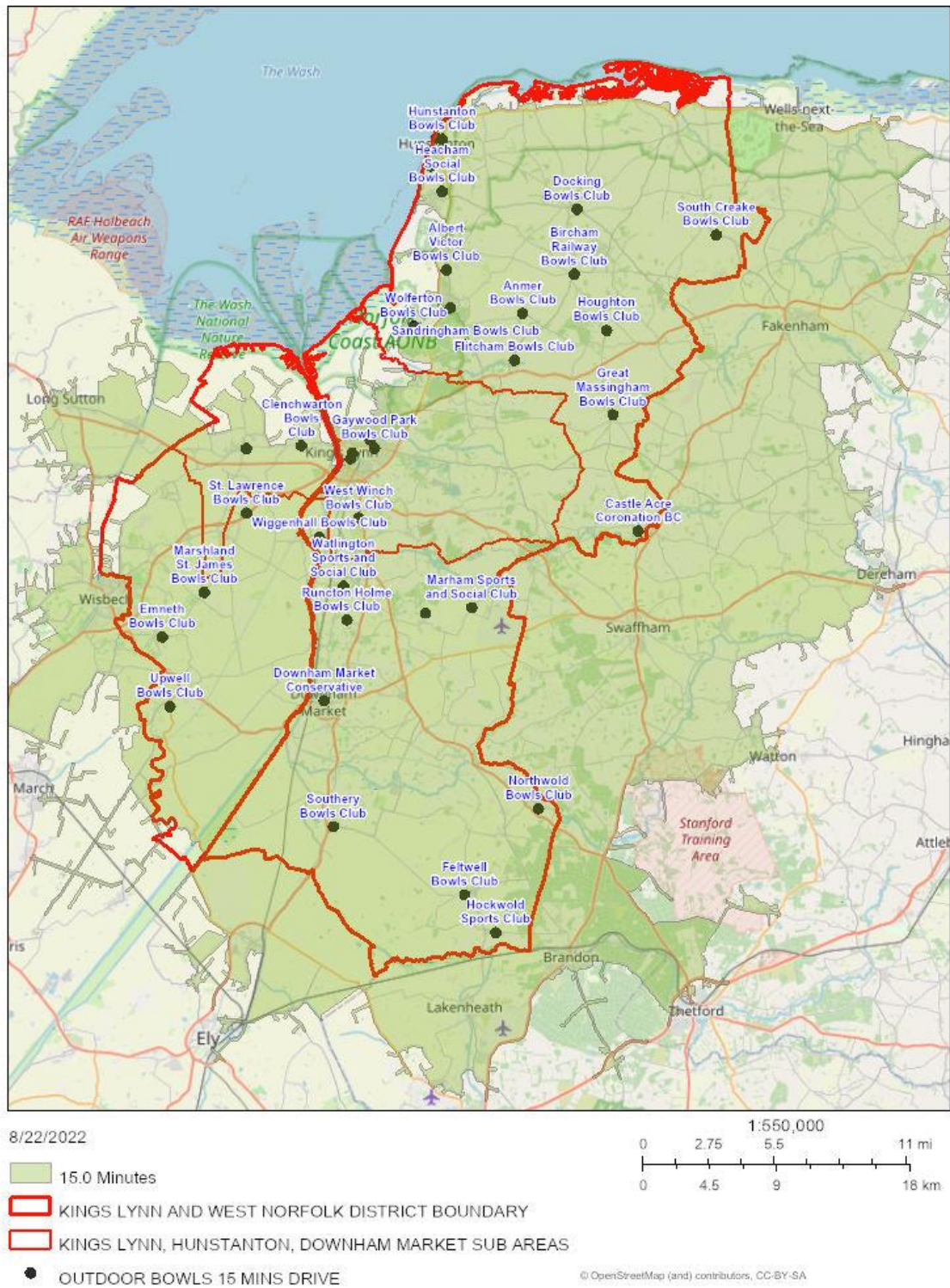
Table 126: Bowls greens in Kings Lynn and West Norfolk: Quality audit

Facility	Green	Changing	Disability Access	General access
Albert Victor Bowls Club	5	5	5	5
Anmer Bowls Club	4	4	4	4
Bircham Railway Bowls Club	4	5	3	4
Castle Acre Coronation BC	5	5	5	5
Dersingham Institute Bowls Club	5	5	5	5
Docking Bowls Club	4	4	4	4
Downham Market Conservative	5	5	4	4
Emneth Bowls Club	3	3	3	4
Feltwell Bowls Club	5	5	4	5
Flitcham Bowls Club	3	3	3	3
Gaywood Park Bowls Club	5	3	3	5
Globe Bowls Club	5	5	4	5
Great Massingham Bowls Club	4	4	4	4
Heacham Social Bowls Club	5	5	3	5
Hockwold Sports Club	2	3	3	4
Hunstanton Bowls Club	5	4	4	4
Hunstanton Cliff Parade	5	4	2	4
Kings Lynn Bowls Club	3	4	4	4
King William Bowls Club	5	3	2	5
Marham Sports and Social Club	4	4	2	4
Marshland St. James Bowls Club	4	5	3	5
Northwold Bowls Club	4	3	1	2
Runcton Holme Bowls Club	3	2	1	2
Sandringham Bowls Club	3	3	3	3
Searles Leisure Resort	5	4	4	4
Shouldham Bowls Club	5	4	3	4
South Creak Bowls Club	4	4	4	4
Southery Bowls Club	5	4	2	4
United Bowls Club	3	3	4	4
Upwell Bowls Club	5	5	4	5
Watlington Sports and Social Club	3	4	3	4
West Winch Bowls Club	4	4	3	5
Wiggenhall Bowls Club	4	4	3	3
Wolferton Bowls Club	3	4	3	3
Wootton Park Bowls Club	4	4	3	5

10.7 Accessibility

Bowls England applies a 20 minute drivetime catchment to define accessibility. The map overleaf shows that the whole of Kings Lynn and West Norfolk is within 20-minutes' drivetime of a green.

KINGS LYNN & WEST NORFOLK Outdoor Bowls 15 Minutes Drive



10.8 Availability

The table below identifies the basis of use of a representative selection of bowls greens in Kings Lynn and West Norfolk:

Table 127: Bowls greens in Kings Lynn and West Norfolk: Basis of use

Club	Basis of use
Anmer Bowls Club	Membership only Membership £10 per annum £2 green fee per game
Great Massingham Bowls Club	Membership only Membership £10 per annum
Heacham Social Bowls Club	Membership only Membership £20 per annum
Hunstanton Cliff Parade	Membership only First year membership £15 per annum Full membership £25 per annum
Searles Leisure Resort	'Pay-and-play' £3 per hour plus £2 for hire of woods
Shouldham Bowls Club	Membership only Full membership £30 per annum Concessionary Membership £25 per annum Junior membership £15 per annum
United Bowls Club	Membership only Membership £20 per annum £1.20 green fee per game
Watlington Sports & Social Club	Membership only Membership £10 per annum
Wolferton Bowls Club	Membership only Membership £5 per annum

10.9 Key findings on supply

The key findings are as follows:

- There are 35 bowls greens in Kings Lynn and West Norfolk.
- The quality of greens is generally good, but disability access is 'poor' at five sites.
- Accessibility of greens is good, with the entire population within 15 minutes driving time of the nearest facility.
- Most greens are available to non-members for free introductory sessions and membership fees are set at reasonable rates.
- There is significant spare capacity at all greens.

10.10 Changes since 2023

Three bowls clubs have folded (Clenchwarton BC, Houghton BC and St. Lawrence BC) since 2023, a reduction of 7.9% in the number of clubs in the borough.

10.11 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which bowls facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- Bowls appeals to an older demographic and in the context of a borough with an ageing population, it has the potential to meet a range of local needs.
- There is a good geographical spread of bowls facilities in the borough, offering local opportunities to play the sport.
- Participation rates locally and nationally have declined in recent years, despite efforts to promote the game.

10.12 The balance between bowls green supply and demand

Four criteria have been assessed to evaluate the balance between bowls green supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough greens with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the greens fit for purpose for the users now and in the future?
- **Accessibility:** Are the greens in the right physical location for the users now and in the future?
- **Availability:** Are the greens available for those who want to use them now and in the future?

10.13 Quantity

10.13.1 Current needs

There is no evidence of a shortfall in current provision for outdoor bowls, based upon the following evaluation:

- **Used capacity:** Local clubs have indicated that there is significant spare capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.
- **Changes in supply:** There are no known current planned changes to bowls green supply.

10.13.2 Future needs

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).

- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

Future demand patterns are likely to be similar to current levels based on participation trends, but the lower population growth projections will create a requirement for 3.1% additional capacity by 2040, whilst the higher population growth projections will create a requirement for 16.1% additional capacity by 2040. Spare capacity at the existing bowls facilities will be able to accommodate all additional future demand, based upon falling participation rates and limited population growth.

10.14 Quality

10.14.1 Current quality

The quality of greens is generally good, but disability access is ‘poor’ at five sites.

10.14.2 Future quality

All bowls facility providers will need to continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

10.15 Accessibility

10.15.1 Current accessibility

All of the population is within 20-minutes’ drive of the nearest bowls green.

10.15.2 Future accessibility

It is reasonable to assume that the current geographical coverage will be maintained in the future.

10.16 Availability

10.16.1 Current availability

Most greens are available to non-members for free introductory sessions.

10.16.2 Future availability

It is reasonable to assume that similar access arrangements will be offered in the future.

10.17 The options for securing bowls green capacity

The options for securing existing bowls green capacity to meet current and future needs are as follows:

10.17.1 Protect

Protecting existing bowls greens through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility or it can be proven that there is sufficient spare capacity to accommodate any displaced demand at other existing facilities in the borough.

10.17.2 Provide

There is no need to provide additional facilities based on current and projected future demand.

10.17.3 Enhance

Enhancing existing bowls green capacity by:

- Addressing the issues at the two sites where features are rated as ‘poor’.
- Ensuring that the greens and ancillary facilities receive regular maintenance and improvements.

10.18 Action Plan

10.18.1 Introduction

The tables below set out the action plan for bowls greens to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions. The capital cost estimates are based upon Sport England’s *Facility Costs - Third Quarter of 2024* (2024).

10.18.2 Key strategic actions

Table 128: Bowls key strategic actions in Kings Lynn and West Norfolk

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Protection of existing bowls greens	Include a policy in the Local Plan to protect all existing bowls greens unless it can be proven that there is sufficient spare capacity to accommodate any displaced demand at other existing facilities in the borough.	KL&WNBC	-	-	High

10.18.3 Site-specific actions

Table 129: Bowls site-specific actions in Kings Lynn and West Norfolk

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Albert Victor Bowls Club	No current issues	No action	-	-	-	-
Anmer Bowls Club	No current issues	No action	-	-	-	-
Bircham Railway Bowls Club	No current issues	No action	-	-	-	-
Castle Acre Coronation BC	No current issues	No action	-	-	-	-
Dersingham Institute Bowls Club	No current issues	No action	-	-	-	-
Docking Bowls Club	No current issues	No action	-	-	-	-
Downham Market Conservative	No current issues	No action	-	-	-	-
Emneth Bowls Club	No current issues	No action	-	-	-	-
Feltwell Bowls Club	No current issues	No action	-	-	-	-
Fritcham Bowls Club	No current issues	No action	-	-	-	-
Gaywood Park Bowls Club	No current issues	No action	-	-	-	-
Globe Bowls Club	No current issues	No action	-	-	-	-
Great Massingham Bowls Club	No current issues	No action	-	-	-	-
Heacham Social Bowls Club	No current issues	No action	-	-	-	-
Hockwold Sports Club	Poor quality green	Improve green	Hockwold SC	-	£3,000 p.a.	High
Hunstanton Bowls Club	No current issues	No action	-	-	-	-
Hunstanton Cliff Parade	Poor disability access	Provide/improve access ramps between levels	Clenchwarton BC	-	£5,000	High
Kings Lynn Bowls Club	No current issues	No action	-	-	-	-
King William Bowls Club	Poor disability access	Provide/improve access ramps between levels	Clenchwarton BC	-	£5,000	High
Marham Sports and Social Club	Poor disability access	Provide/improve access ramps between levels	Clenchwarton BC	-	£5,000	High
Marshland St. James Bowls Club	No current issues	No action	-	-	-	-
Northwold Bowls Club	<ul style="list-style-type: none"> • Poor disability access • Poor general access 	Provide/improve access ramps between levels	Northwold BC	-	£5,000	High
Runcton Holme Bowls Club	<ul style="list-style-type: none"> • Poor changing • Poor disability access • Poor general access 	<ul style="list-style-type: none"> • Improve changing • Provide/improve access ramps between levels 	Runcton Holme BC		£50,000 for changing £5,000 for disabled access	High

<i>Site</i>	<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Sandringham Bowls Club	No current issues	No action	-	-	-	-
Searles Leisure Resort	No current issues	No action	-	-	-	-
Shouldham Bowls Club	No current issues	No action	-	-	-	-
South Creak Bowls Club	No current issues	No action	-	-	-	-
Southery Bowls Club	No current issues	No action	-	-	-	-
United Bowls Club	No current issues	No action	-	-	-	-
Upwell Bowls Club	No current issues	No action	-	-	-	-
Watlington Sports and Social Club	No current issues	No action	-	-	-	-
West Winch Bowls Club	No current issues	No action	-	-	-	-
Wiggenhall Bowls Club	No current issues	No action	-	-	-	-
Wolferton Bowls Club	No current issues	No action	-	-	-	-
Wootton Park Bowls Club	No current issues	No action	-	-	-	-

11 NETBALL COURT NEEDS

11.1 Organisational context

- **England Netball:** England Netball is the governing body of the sport and supports the development of the game in Kings Lynn and West Norfolk.
- **West Norfolk Netball League:** The league is based on the sand-based hockey pitch at Lynnsport.
- **Affiliated Clubs:** There are up to 18 England Netball-affiliated teams in Kings Lynn and West Norfolk.

11.2 Strategic context

11.2.1 England Netball's strategy

England Netball's '*Adventure Strategy 2021 - 2031*' (2021) contains the following relevant material:

A Game for Life: This 'destination' has the following targets:

- A 50% increase in the number of women playing netball across all life stages.
- A year-on-year increase in the diversity of the netball playing population, with an ambition to reflect the diversity of the nation.
- A countrywide accessible offer for men and boys.
- 90% of all schools delivering a quality netball experience.
- A clear and connected offer of choice for every community, with world class experiences in clubs and leagues at the heart of community netball.
- A place to play within easy travel of every household.

11.2.2 Neighbouring local authorities

Outdoor sports facilities strategies in neighbouring districts identify cross-boundary issues:

East Cambridgeshire

The '*East Cambridgeshire Outdoor Sports Facilities Strategy*' (2020) identifies that 'there is substantial evidence of unmet demand in the district, with no site capable of hosting a central venue league'.

Fenland

The '*Fenland Playing Pitch Strategy 2016 - 2031*' (2016) does not include an assessment of existing and future netball court needs.

South Holland

The '*South Holland Sports Facilities Strategy*' (2019) does not include an assessment of existing and future netball court needs.

North Norfolk

The 'North Norfolk Playing Pitch Strategy' (2019) does not include an assessment of existing and future netball court needs.

Breckland

Breckland does not have a Playing Pitch Strategy and therefore there is no assessment of current or projected netball needs.

West Suffolk

The 'West Suffolk Playing Pitch Assessment' (2022) identifies that 'there is clear evidence of unmet demand for netball courts in West Suffolk'.

11.3 Stakeholder consultation

11.3.1 England Netball

Consultation with the England Netball highlighted the following issues:

- 'The West Norfolk Netball League is a central venue league that was formerly based at King Edward VII Academy in Kings Lynn. The poor quality of the court surface meant that the league had had to relocate to the artificial grass pitch at Lynnsport'.
- 'Whilst the sand-dressed surface at Lynnsport is usable for netball, the preferred surface is an open-textured porous macadam. Ideally, England Netball would like to see a specialist netball facility comprising at least three floodlit courts provided, to create a hub facility in the borough'.
- 'Access to school courts locally has been problematic, particularly post-pandemic'.

11.3.2 West Norfolk Netball League

Consultation with West Norfolk Netball League highlighted that:

- The League has been established for over 20 years and used to be based at the courts at King Edward VII Academy in Kings Lynn on Tuesday evenings. There is a winter and a summer league.
- There were problems with the quality of the courts at King Edward VII Academy, with only one of the four courts usable. Rather than the usual tarmac which gives a good grip, the surface is a carpet which is too slippery and it is poorly lined.
- The League has moved to Lynnsport, using courts marked on the hockey pitch, although the surface is not ideal. In the longer term, it would like to move to specialist floodlit netball courts.

11.4 Netball Court Demand

11.4.1 Introduction

This section summarises the demand for netball in Kings Lynn and West Norfolk and includes:

- Expressed demand.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

11.4.2 Expressed demand

There are currently seven netball teams playing in the West Norfolk Netball League, all of whom are based at Lynnsport. A commercial ‘Power Play’ indoor league, also involving seven teams, is based at Alive Lynnsport.

11.4.3 Displaced demand

Displaced demand relates to play by teams from within the study area which takes place outside of the area, or vice versa. There is no current evidence of any displaced demand in the borough at present, although a team from Fakenham in North Norfolk district played in the league prior to the covid pandemic.

11.4.4 Unmet demand

Unmet demand takes a number of forms:

- Clubs may have access to a facility for matches but nowhere to train or vice versa.
- Some facilities may be unavailable to the community.
- The poor quality and limited capacity of facilities and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

There is clear evidence of unmet demand for outdoor netball courts in Kings Lynn and West Norfolk at present, with the poor quality of the courts at King Edward VII Academy causing the West Norfolk League to relocate to non-specialist facilities at Lynnsport.

11.4.5 Latent demand

The involvement of 18 teams in the League prior to the covid pandemic, compared with the seven teams that are playing subsequently, suggests that there is latent demand for more netball activity in the borough.

11.4.6 Future demand

This has been assessed as follows:

- **Participation rates:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for netball at national level since 2015. This shows a slight fall in the period, although local affiliation numbers rose by 40% between 2019 and 2022:

Table 130: 'Active Lives' survey: National netball participation rates 2015 - 2022

Nov '15 - Nov '16	May '16 - May '17	Nov '16 - Nov '17	May '17 - May '18	Nov '17 - Nov '18	May '18 - May '19	Nov '18 - Nov '19	May '19 - May '20	Nov '19 - Nov '20	May '20 - May '21	Nov '20 - Nov '21	Nov '21 - Nov '22	% Change
2.0%	2.1%	2.2%	2.1%	2.2%	2.1%	2.1%	2.1%	2.0%	1.6%	1.3%	1.7%	-0.3%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2020:

Table 131: 'Active Lives' survey: Kings Lynn and West Norfolk participation rates 2015 - 2024

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	74.8%	-3.7%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

11.4.7 Key findings on demand

The key findings on demand are as follows:

- There are currently seven adult teams playing in Kings Lynn and West Norfolk, a reduction from the 18 teams that played in the West Norfolk League prior to the covid pandemic. In addition, a seven team commercial 'Power Play' indoor league is based at Alive Lynnsport.
- There is clear evidence of unmet demand for outdoor netball courts in the borough at present.
- Future demand patterns are likely to increase, based on participation trends and population projections.

11.5 Netball Court Supply

11.5.1 Introduction

This section summarises the detail of netball court supply in Kings Lynn and West Norfolk. The courts included in the analysis are defined as hard courts permanently laid out with regulation markings for netball. This includes multi-use games areas also marked for other sports, in particular tennis, that are therefore not exclusively used for netball. The categories assessed are as follows:

11.5.2 Courts with community use and used

Table 132: Netball courts with community use and used in Kings Lynn and West Norfolk

Site	Address	Floodlit courts	Sub-area
Lynnsport	Greenpark Avenue, King's Lynn PE30 2NB	3 Artificial Grass	Kings Lynn

11.5.3 Courts with no community use

The following courts are not available for community use.

Table 133: Netball courts without community use in Kings Lynn and West Norfolk

Site	Address	Floodlit courts	Non-floodlit courts
Downham Market Academy	Bexwell Road, Downham Market PE38 9LL	2 Tarmac	1 Tarmac
Glebe House School	Cromer Road Hunstanton PE36 6HW	-	2 artificial grass
Greenpark Academy	Greenpark Avenue, King's Lynn PE30 2RE	-	1 Tarmac
Iceni Academy	Stoke Road, Methwold IP26 4PE	-	2 Tarmac
King Edward VII Academy	Gaywood Road, King's Lynn PE30 2QB	4 Tarmac	-
Kings Lynn Academy	Queen Mary Road, Kings Lynn PE30 4QG	-	2 Tarmac
Marshland High School	School Road, West Walton PE14 7HA	-	4 Tarmac
Smithdon High School	Downs Road, Hunstanton PE36 5HY	-	3 Tarmac
TOTALS	-	8 courts	14 courts

11.6 Quality

11.6.1 The criteria assessed for netball courts

The quality of outdoor netball courts was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were assessed were as follows:

- **The court:** Court surface, line markings and fitness for purpose.
- **Fencing:** Condition and appearance.
- **Disability access:** Provision for disabled access to the courts.
- **General access:** Parking, signage and proximity to public transport.

- **Lighting:** The quality, illumination levels and evenness of floodlights.

11.6.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

11.6.3 Netball court assessment

The ratings for netball courts in Kings Lynn and West Norfolk are shown in the table below.

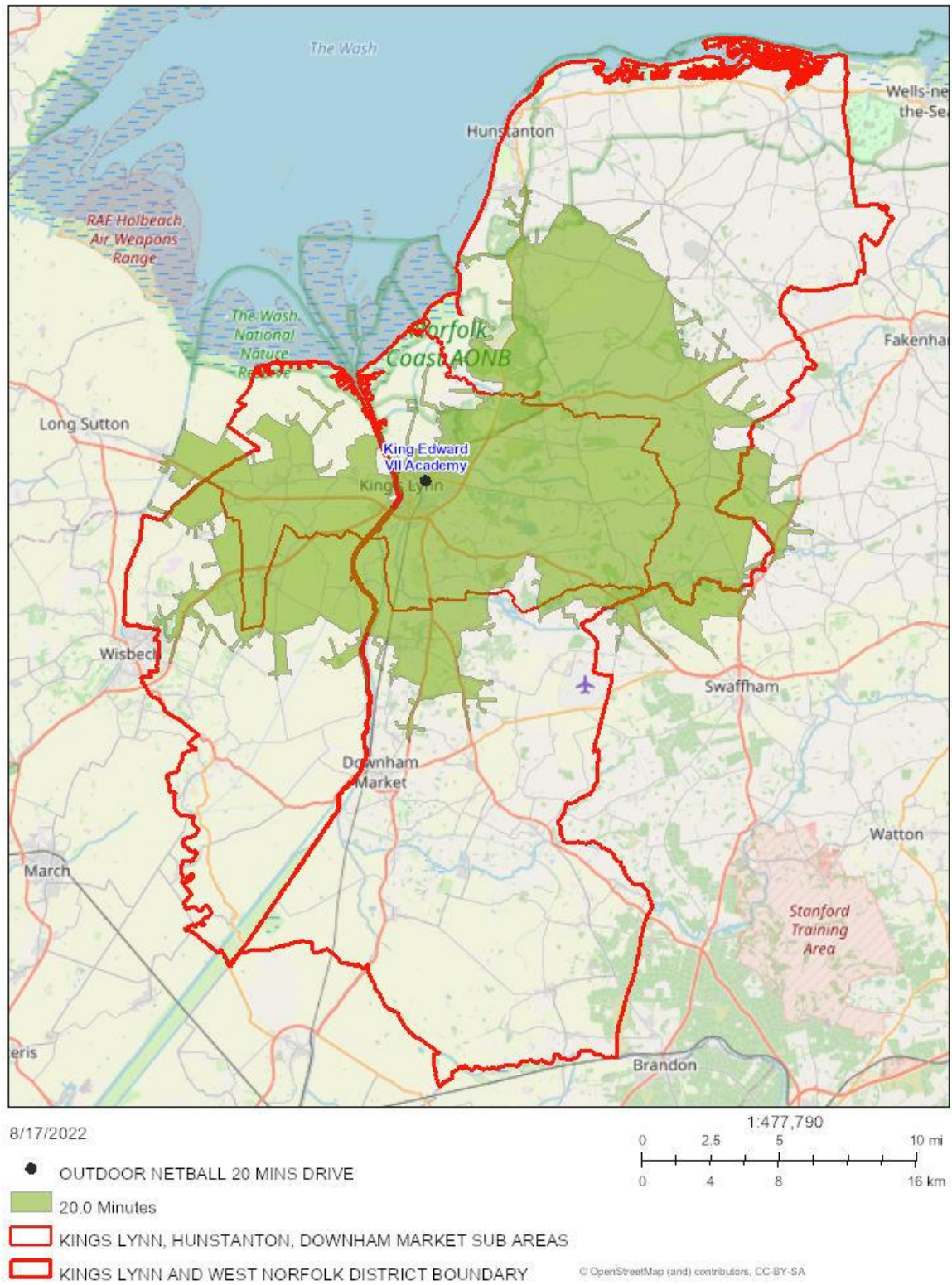
Table 134: Netball courts with community use and used in Kings Lynn and West Norfolk: Quality audit

<i>Facility</i>	<i>Courts</i>	<i>Fencing</i>	<i>Disability Access</i>	<i>Changing</i>	<i>Lighting</i>
Lynnsport	3	5	4	5	5

11.7 Accessibility

England Netball applies a 20 minute drivetime catchment to define accessibility. The map overleaf shows that the Hunstanton and Downham Market sub-areas are both outside the 20-minutes’ drivetime of a court.

KINGS LYNN & WEST NORFOLK Outdoor Netball Courts 20 Minutes Drive



11.8 Availability

The table below identifies the basis of use of outdoor netball courts in Kings Lynn and West Norfolk:

Table 135: Netball courts with community use and used in Kings Lynn and West Norfolk: Basis of use

<i>Site</i>	<i>Basis of use</i>
Lynnsport	Block bookings Court hire £37 per hour

11.9 Ownership, management and security of access

The ownership, management and security of community access of outdoor netball court sites is detailed below. Security of access refers to the extent to which community use is protected (through public ownership, community use agreements etc.), rather than the security of tenure of specific club users.

Table 136: Netball courts in Kings Lynn and West Norfolk: Ownership, management and access

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Access</i>
Lynnsport	KL&WNBC	KL&WNBC	Secured

11.10 Key findings on supply

The key findings are as follows:

- There are three netball courts with community access in Kings Lynn and West Norfolk, which are floodlit but have a non-specialist surface.
- The quality of the playing surface is ‘standard’.
- The courts are in the Kings Lynn sub-area, so there is an accessibility deficiency in the Hunstanton and Downham Market sub-areas.
- The courts have secured community use.

11.11 Changes since 2023

The changes since 2023 are as follows:

- The West Norfolk Netball League has relocated from the courts at King Edward VII Academy to the artificial grass pitch at Lynnsport.
- Local netball participation has still not recovered to pre-covid levels, largely due to the problems with the lack of court availability.

11.12 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which netball facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- Netball has wide appeal to women and girls, although its development in the borough is currently compromised by poor quality facilities.
- Netball has widened its appeal to a broad spectrum of age groups, with Bee Netball for younger players and Back to Netball and walking netball for older players.

11.13 The balance between netball court supply and demand

Four criteria have been assessed to evaluate the balance between netball court supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the courts fit for purpose for the users now and in the future?
- **Accessibility:** Are the courts in the right physical location for the users now and in the future?
- **Availability:** Are the courts available for those who want to use them now and in the future?

11.14 Quantity

11.14.1 Current needs

There is clear evidence of unmet demand for outdoor netball courts in Kings Lynn and West Norfolk at present, with reliance on non-regulation court surfaces.

11.14.2 Future needs

Future demand patterns are likely to be similar to current levels based on participation trends, but the lower population growth projections will create a requirement for 3.1% additional capacity by 2040, whilst the higher population growth projections will create a requirement for 16.1% additional capacity by 2040. Additional court capacity will be required to meet the extra demand.

11.15 Quality

11.15.1 Current quality

The non-regulation surface of the courts at Lynnsport compromise usage capacity.

11.15.2 Future quality

Netball court providers will need to continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

11.16 Accessibility

11.16.1 Current accessibility

There is an accessibility shortfall in the Hunstanton and Downham Market sub-areas

11.16.2 Future accessibility

Options should be examined for extending the current geographical coverage.

11.17 Availability

11.17.1 Current availability

The courts have secured community access.

11.17.2 Future availability

To secure netball court availability on school sites in the future, formal Community Use Agreements should be pursued.

11.18 The options for securing netball court capacity

The options for securing existing netball court capacity to meet current and future needs are as follows:

11.18.1 Protect

Protecting existing netball courts through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

11.18.2 Provide

There is a need to provide additional courts to meet existing need as well as demand arising from the higher population growth projections and there is a case for making locally-accessible provision in any major new housing developments.

11.18.3 Enhance

Enhancing existing netball court capacity by:

- Improving the court surfaces on school sites to create additional opportunities for community use.
- Getting community access at sites without external usage at present.
- Adding floodlights at sites where this is appropriate.
- Including netball court markings on existing and new Multi-use Games Areas.

11.19 Action Plan

11.19.1 Introduction

The tables below set out the action plan for netball courts to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions. The capital cost estimates are based upon Sport England's *Facility Costs - Third Quarter of 2024* (2024).

11.19.2 Key strategic actions

Table 137: Key strategic actions for netball courts in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing netball courts.	Consider including a policy in the Local Plan to protect all existing netball courts.	KL&WNBC	-	-	High
Need for a Netball hub site	Investigate the feasibility of providing 3 courts with floodlights and a compliant playing surface in a central location.	KL&WNBC	-	£5,000 for feasibility study £385,000 for courts	High
Funding for future netball court needs.	Ensure that S106 contributions are collected from developers.	KL&WNBC	Developers	-	High
Netball court markings on MUGAs	Ensure that netball courts are marked on all MUGAs, to facilitate the expansion of the game.	KL&WNBC	-	£1,000 per MUGA	High

12 ATHLETICS TRACK NEEDS

12.1 Organisational context

- **England Athletics:** England Athletics is the governing body of the sport and supports the development of the sport in Kings Lynn and West Norfolk.
- **Affiliated Clubs:** There are two athletics clubs in Kings Lynn and West Norfolk.

12.2 Strategic context

12.2.1 Athletics facilities strategy

England Athletics' *Facilities Strategy 2018 - 2025* (2018) contains the following material of relevance:

- Strategic ambition:** The strategic ambition is 'to create an innovative and inspiring network of sustainable athletics facilities, with the capacity to meet current and future demand across England'.
- **The importance of tracks:** The strategy states that 'facilities are crucial to participating in track and field athletics for recreation, training and competition. Quality of design, social amenities, facility condition and layout have a substantial impact on athlete enjoyment, club capacity to operate effectively, venue flexibility to accommodate a broad range of athletics related uses and multi-sport provision. Ultimately, all these factors affect venue (and club) capacity to function on an effective business-like footing'.
 - **Multi-sport hubs:** 'Proactive management and sustainable models of operation are most commonly found at venues that are part of a wider sports complex. This tends to result in more creative uses of athletics facilities and has the benefit that changing provision, track supervision and maintenance are part of a wider operation with consequent economies of scale'.
 - **Clubhouses:** 'Clubhouses should be attractive and function well in order to attract new members and retain existing ones. Clean well designed changing rooms and toilets, a multifunctional room in which people can gather for meetings or to socialise, and convenient car parking, all help to sustain participation not just for athletes, but also volunteers. For example, having a space for volunteers to relax and take a break is crucial to making them feel valued. All new athletics tracks should be provided with access to suitable clubhouse facilities including social space, changing rooms and toilets and, where possible'.
 - **Running facilities:** 'The number of people running in England has grown by 67% in the last 10 years. Current participation is dominated by those that run alone, with 80% of runners doing some form of solo running and half of those only running alone. However, studies have shown that regular contact with others increases participation and reduces dropout rates, suggesting that the majority of runners are extrinsically motivated and need motivation from peers, expert support and the camaraderie of like-minded people. It is therefore important that any discussion about facilities considers the needs of this group too. Running doesn't require a specific facility, with the majority of participants making use of non-specialist (and largely free of charge) existing facilities and infrastructure, including roads, rights of way, parks and open spaces. Wherever possible, the needs of runners for well lit, suitably surfaced, safe, running routes are built into the design of new infrastructure development projects for the benefit of all residents' health and wellbeing'.

12.2.2 Neighbouring local authorities

Outdoor sports facilities strategies in neighbouring districts identify cross-boundary issues:

East Cambridgeshire

The '*East Cambridgeshire Outdoor Sports Facilities Strategy*' (2020) identifies that 'consideration should be given to providing a Compact Athletics Facility in the district [in Ely] to address track and field needs'.

Fenland

The '*Fenland Playing Pitch Strategy 2016 - 2031*' (2016) identifies that there is a Compact Track in March that is used by March AC.

South Holland

The '*South-East Lincolnshire Playing Pitch Strategy*' (2025) states that 'The NewGen ActiveTrack at the Castle Leisure Centre will serve the needs of South Holland'.

North Norfolk

The '*North Norfolk Playing Pitch Strategy*' (2019) concludes that 'the provision within the district of a 6/8 lane synthetic track facility with the full range of field facilities should be subject to further feasibility work'.

Breckland

Breckland is currently producing a Playing Pitch Strategy. It identifies that 'Breckland is an England Athletics priority area for a 'NewGen' track. A mini-track should be established in a suitable location for the benefit of Attleborough Athletics Academy, Harling AC and Thetford AC'.

West Suffolk

The '*West Suffolk Playing Pitch Assessment*' (2022) identifies that 'the existing track [in Bury St. Edmunds] meets all local competition and training needs for the district as a whole, although with an upgrade to covered seating, it could potentially host national and regional events'. However, 'England Athletics' catchment modelling also identifies latent demand for a training facility in the Haverhill area'.

12.3 Stakeholder consultation

12.3.1 England Athletics

Consultation with England Athletics highlighted the following issues:

England Athletics Facilities Priorities: These are as follows:

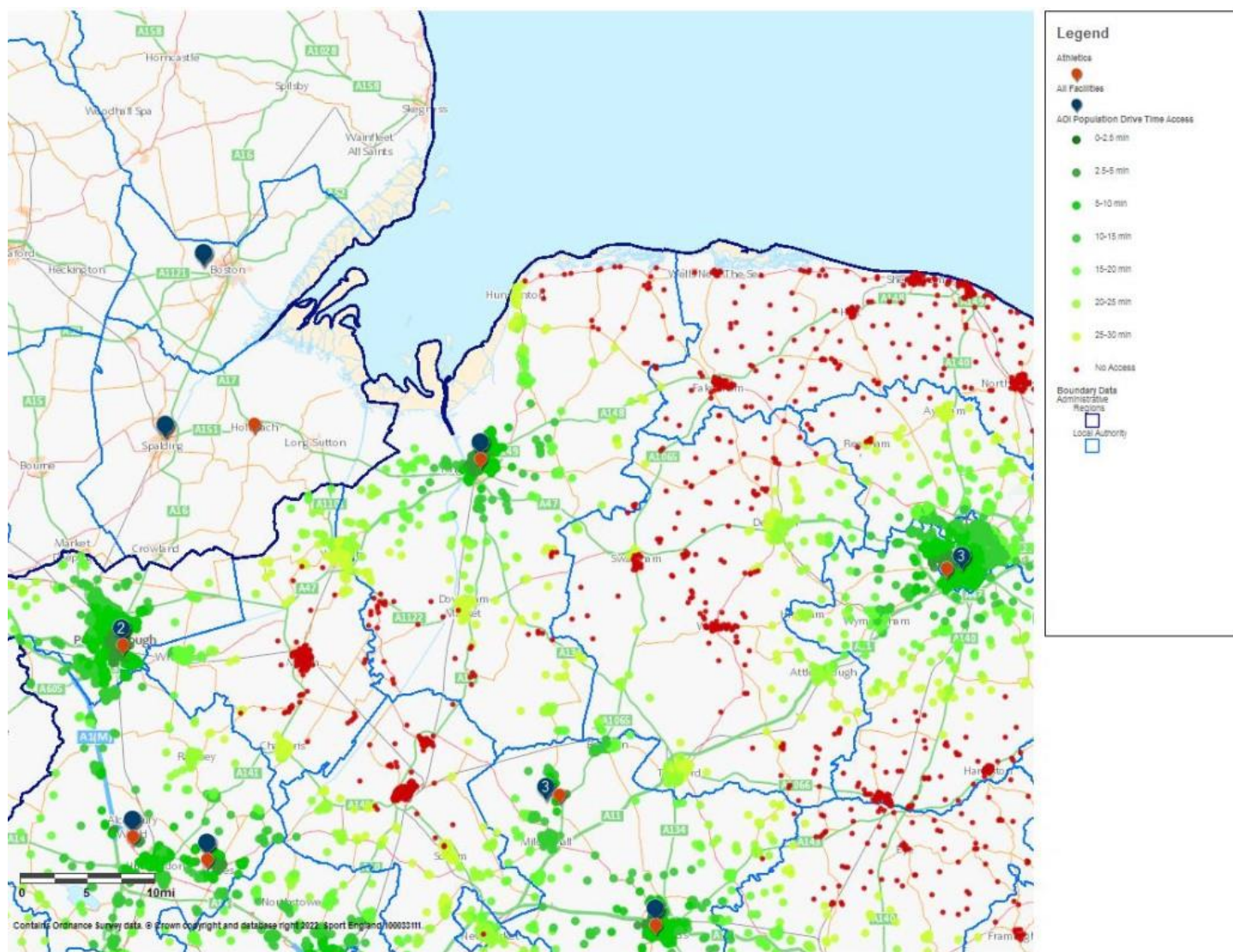
- 'To ensure that the allocation of resources to new and existing track and field facilities is prioritised to those that have the greatest potential to impact positively on general participation, club membership growth and retention, and improved personal performance'. To support this priority England Athletics will:
 - Encourage all tracks to seek accreditation through 'TrackMark'.

- 'Help venues to identify the level in the Hierarchy of Facilities that is most appropriate for them and support clubs and operators seeking to raise funding to maintain facilities at that level'.
- Prioritise new track and field facilities within multi-sport hubs.
- Seek to be actively involved in the development of local planning policies wherever possible.
- Support new 200m indoor tracks and indoor athletics training facilities where there is a proven demand and a clear geographical gap in supply.
- 'To actively encourage athletics and running facilities to be used to their fullest possible extent by the sport and by all sections of the community in order to maximise viability'. To support this priority England Athletics will:
 - Support athletics clubs in discussions with facility operators and local authorities over the use of the track infield for other pitch sports and collate examples of good practice and design guidance.
 - Support clubs and groups to ensure the facilities they use for athletics activity are accessible to all.
 - Help clubs to develop a strong partnership with facility owners/operators and will share examples of good practice.
 - Provide advice and guidance to clubs actively pursuing an asset transfer.
 - Help athletics and running clubs to become more professional and sustainable in how they operate.
 - Encourage new partnerships between athletics clubs and schools that have available indoor facilities.
- 'To encourage innovative approaches to the location and design of facilities for individual components of the sport in order to increase reach and create sustainability and viability'. To support this priority England Athletics will:
 - Expect all new and refurbished floodlight schemes to deliver a minimum of 100lux across the whole of the track and the infield.
 - Support clubs in exploring options for improved environmental sustainability and will share examples of good practice.
 - Support the development of MiniTracks/Compact athletics facilities where there is a viable business case.
 - Consider supporting facility innovations involving non-standard track shapes, designs and uses providing they are backed by a sound business case.

- Continue to lobby bodies with an influence over urban design, to ensure that the needs of runners are considered alongside those of cyclists and pedestrians.
- Continue to lobby for the free use of public parks and open spaces by runners and voluntary running groups.
- Assist road running clubs that are looking for somewhere to meet, by introducing them to sports clubs in their area that have suitable facilities.

Facilities supply in Kings Lynn and West Norfolk: The following issues were identified:

- ***Existing provision:*** England Athletics confirmed that the Lynnsport track is ‘Trackmark’ accredited until 2026.
- ***Outdoor competition venues:*** England Athletics also confirmed that:
 - ‘The Lynnsport track is well located and when using England Athletics’ recommended 30-minute drivetime zone the facility services a population catchment of circa 164,000 people and an EA membership catchment of circa 250’.
 - ‘The track at Lynnsport hosts circa seven licenced track and field competitions per year (the average number of competitions held at athletics facilities in England is four per year)’.
 - ‘The local authority area is generally well serviced by the 400m outdoor track at Lynnsport. However, the map overleaf shows that there is potential demand for an entry level running/athletics facility in the Downham Market area. This could be as an add on to a future multi-sport project in the area. Equally, if neighbouring Fenland were to introduce a new athletics/running facility in the authority this would likely service demand in the Downham Market area’.



12.3.2 West Norfolk Athletics Club

Consultation with the club identified the following issues of note:

- ‘We are one of the largest athletic clubs in the East of England with around 125 members and are based at the track at Lynnsport’.
- ‘We have adult, junior and veterans sections and in addition to track and field activities, we compete in and organise cross country and road running events’.

12.3.3 Ryston Runners

Consultation with the club identified the following issues of note:

- ‘Ryston Runners has 287 members. We currently have a waiting list of 6 juniors, but it has been as high as 20. We were formed in 1986 at Ryston End, Downham Market. Originally just a running club, we expanded to cover cross country and track and field and now are one of the most active, versatile and successful clubs of its kind in Norfolk’.

- ‘We are open to all ages and all abilities and try and offer a suitable level of support for all members, from beginners trying to get fit, juniors trying out athletics for the first time through to the more seasoned, older and elite athletes’.
- ‘We use the track and barn at Lynnsport. The track is fit for purpose now that the throwing cage has been upgraded it meets requirements. The barn is fit for purpose but showing its age’.
- ‘We are based at the Sports Federation Club at Memorial Field in Downham Market. A track and large indoor space at Downham Market would be an advantage. Local access to a floodlit track or similar for winter evening running groups’.

12.3.4 Lynnsport Ladybirds

Consultation with the club identified the following issues of note:

- ‘We are an all-women's running club who run for ‘Fun, Fitness and Friendship’. The club was founded in 1993 and is open to all women from the age of 16+. Members meet on a Wednesday night in and around the King's Lynn area’.
- ‘Our group is made up of mixed ability runners who run for fitness and to meet others of a like mind. We run in small groups, matching running speed and distances. On a typical Wednesday night some members do a gentle run/walk of 2-3 miles while faster and endurance groups can run up to 6 miles round the town during the winter. In the summer we travel out of town to local beauty spots and run following trails and paths’.
- ‘Members take part in a number of local runs such as the Run for All Grand East Anglian Run, Race for Life, Peterborough Half-Marathon, Cambridge Half-Marathon, Great North Run and many more organised events.

12.4 Athletics Track Demand

12.4.1 Introduction

This section summarises the demand for athletics in Kings Lynn and West Norfolk and includes:

- Expressed demand.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

12.4.2 Expressed demand

Local club membership is currently as follows:

Table 138: Athletics club membership in Kings Lynn and West Norfolk

Club	Members
West Norfolk Athletics Club	125
Ryston Runners	287
Lynnsport Ladybirds	40*
TOTAL	452

* The club does not use the Lynnsport track.

Parkruns: Parkruns are organised on a weekly basis throughout the year, to allow all runners (whether or not they are members of affiliated clubs) to run in 5k timed races. Parkruns in Kings Lynn and West Norfolk are as follows:

Table 139: Parkruns in Kings Lynn and West Norfolk

Club	Average participants
Kings Lynn (The Walks)	239
Sandringham (Royal Park)	203
Downham Market (Academy)	68
Hunstanton (Promenade)	90

12.4.3 Displaced demand

Displaced demand relates to activity from within the study area which takes place outside of the area, or vice versa. Given the absence of a 400m synthetic athletics track in all but one of the neighbouring local authorities, there is some imported demand for the track.

12.4.4 Unmet demand

Unmet demand takes a number of forms:

- Teams may have access to a facility for competitions but nowhere to train or vice versa.
- Some facilities may be unavailable to the community.
- The poor quality and limited capacity of facilities and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

England Athletics has identified unmet demand for athletics facilities in the Outwell area.

12.4.5 Latent demand

Latent demand is demand that evidence suggests may be generated from the current population if they had access to more or better provision. There is no evidence of any latent demand for athletics and running in Kings Lynn and West Norfolk.

12.4.6 Future demand

This has been assessed as follows:

- **National track and field participation rates:** One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. Sport England's 'Active Lives' survey showed statistically significant reductions in track and field participation nationally from 0.6% of the adult population in 2016 to 0.4% in 2023. However, this excludes under 16s, many of whom experience the sport in some form through PE programmes at school.
- **National running participation rates:** The Active Lives' survey also showed reductions in track and running participation nationally from 12.3% of the adult population in 2016 to 10.0% in 2023.
- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2022:

Table 140: 'Active Lives' survey: Kings Lynn and West Norfolk participation rates 2015 - 2024

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	74.8%	-3.7%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

12.4.7 Key findings on demand

The key findings on demand are as follows:

- There are three athletics and running clubs in Kings Lynn and West Norfolk.
- Four weekly Parkrun events provide additional running opportunities for casual participants.
- Future demand patterns are likely to decrease, based on participation trends, although this is likely to be offset by projected population increases.

12.5 Athletics Track Supply

12.5.1 Introduction

This section summarises the detail of athletics facilities in and adjacent to Kings Lynn and West Norfolk. Athletics tracks are defined as 400m tracks with full field events provision.

12.5.2 Facilities in Kings Lynn and West Norfolk

Table 141: Athletics facilities in Kings Lynn and West Norfolk

Site	Address	No. lanes	Sub-area
Lynnsport	Greenpark Avenue, King's Lynn PE30 2NB	6	Kings Lynn

12.6 Quality

The quality of the track was assessed by a non-technical visual inspection during a site visit. The criteria assessed were as follows:

- **The competition facilities:** The quality of the track, throwing circles and cages, jumping pits and landing areas, lights and storage.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Parking, signage and proximity to public transport.

The facilities were rated on a five-point scale, where 5 equates to 'very good' (highlighted in green below), 4 to 'good' (also highlighted in green below), 3 to 'average', 2 to 'poor' (highlighted in red below) and 1 to 'very poor'.

Table 142: Athletics facilities quality in Kings Lynn and West Norfolk

Facility	Track	Changing	Disability Access	General access
Alive Lynnsport	3	5	4	5

12.7 Accessibility

England Athletics applies a 40 minute drivetime catchment to define track accessibility for competitions. Most of Kings Lynn and West Norfolk is within 40-minutes' drivetime of the track. A 20-minute drivetime is defined for access for training purposes and England Athletics has identified potential demand for an entry level running/athletics facility in the Outwell area. This could be as an add on to a future multi-sport project in the area. Equally, if neighbouring Fenland were to introduce a new athletics/running facility in the authority this would likely service demand in the Outwell area'.

12.8 Availability

The table below identifies the basis of use the Lynnsport track:

Table 143: Athletics facilities in Kings Lynn and West Norfolk: Basis of use

<i>Site</i>	<i>Basis of use</i>
Lynnsport	Casual use and club hire Casual users £3.10 per session Club training (2 hours) £68 League meetings £380 Evening meetings/Schools use £260

12.9 Key findings on supply

The key findings are as follows:

- The track at Lynnsport serves the whole of the borough, as well as several neighbouring areas. It has spare capacity to accommodate additional use if required.
- The track quality is ‘standard’ because a specialist report noted some areas of wear. Making financial provision for re-surfacing (probably in 2030) should be a priority.
- The track is available for hire at reasonable rates.
- England Athletics has identified that ‘there is potential demand for an entry level running/athletics facility in the Outwell area. This could be as an add on to a future multi-sport project in the area. Equally, if neighbouring Fenland were to introduce a new athletics/running facility in the authority this would likely service demand in the Outwell area’.

12.10 Changes since 2023

The changes since 2023 are as follows:

- West Norfolk Athletics Club increased its membership from 103 to 125, a 21.4% increase.
- England Athletics identified a number of facility quality issues before 2023 that have since been addressed, in particular a fully-compliant throwing cage and outdoor pole vault facilities have been provided.

12.11 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which athletics facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- Whilst athletics and running participation rates have fallen in recent years, running remains a popular and accessible sport that appeals to a wide cross-section of the community.

Track and field athletics is a sub-set of this activity, but the Lynnsport track serves a wide geographical catchment and supports a vibrant programme of club activity.

- The local Parkrun programme provides a good geographical spread of opportunities to participate in low-key races, providing a link between recreational and competitive running.

12.12 The balance between athletics track supply and demand

Four criteria have been assessed to evaluate the balance between athletics track supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

12.13 Quantity

12.13.1 Current needs

The track at Lynnsport meets all needs for track and field in the borough and has spare capacity to accommodate additional demand in the future, although England Athletics has identified potential demand for an entry level running/athletics facility in the Outwell area. Given that Ryston Runners are based in Downham Market, locating such a facility there would make more sense.

12.13.2 Future needs

The Lynnsport track has sufficient spare capacity to meet all additional demand by 2040, based on both the higher and lower population estimates.

12.14 Quality

12.14.1 Current quality

The track quality is 'standard' because a specialist report noted some areas of wear. Making financial provision for re-surfacing (probably in 2030) should be a priority.

12.14.2 Future quality

If the track is re-surfaced when the need arises the quality of provision will continue to meet needs.

12.15 Accessibility

12.15.1 Current accessibility

Most of Kings Lynn and West Norfolk is within 40-minutes' drivetime of the track. A 20-minute drivetime is defined for access for training purposes and England Athletics has identified potential demand for an entry level running/athletics facility in the Downham Market area. This could be as an add on to a future multi-sport project in the area. Equally, if neighbouring Fenland were to introduce a new athletics/running facility in the authority this would likely service demand in the Downham Market area'.

12.15.2 Future accessibility

The position regarding accessibility needs in the south of the borough should be kept under review, particularly in relation to any new provision in Fenland.

12.16 Availability

12.16.1 Current availability

The track is available for hire at reasonable rates and has secured community access.

12.16.2 Future availability

It is reasonable to assume that similar access arrangements will be offered in the future.

12.17 The options for securing additional athletics facilities capacity

The options for securing existing and additional athletics facilities capacity to meet current and future needs are as follows:

12.17.1 Protect

Protecting existing athletics facilities through the Local Plan will be key to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

12.17.2 Provide

Some unmet needs in the south of the borough could be met by a Compact Athletics Facility (or similar provision), which could be part of a wider multi-sports facility.

12.17.3 Enhance

If the track is re-surfaced when the need arises the quality of provision will continue to meet needs.

12.18 Action Plan

12.18.1 Introduction

The table below sets out the action plan for athletics facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions. The capital cost estimates are based upon Sport England's *Facility Costs - Third Quarter of 2024* (2024).

12.18.2 Key strategic actions

Table 144: Key strategic actions for athletics in Kings Lynn and West Norfolk

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Accessibility deficiency in the south of the borough	Review the need for a 'Compact Athletics Facility' in the south of the borough	KL&WNBC	-	£150,000	Medium
Lynnsport track surface is worn in places	Re-surface the track in 2030.	KL&WNBC	-	£300,000	High

13 WATERSPORTS FACILITIES NEEDS

13.1 Organisational context

- **Royal Yachting Association:** The RYA is the governing body for dinghy, motor and sail cruising, all forms of sail racing, RIBs and sports boats, windsurfing and personal watercraft and a leading representative body for inland waterways cruising.
- **British Canoeing:** British Canoeing is the governing body for canoeing and paddle sports.
- **British Rowing:** British Rowing is the governing body for rowing.
- **British Waterski and Wakeboard:** British Waterski and Wakeboard is the governing body for waterskiing and its related disciplines.
- **Affiliated Clubs:** There are 13 watersports clubs and businesses in Kings Lynn and West Norfolk.

13.2 Strategic context

13.2.1 Royal Yachting Association

The RYA's *'Together on Water Strategy'* (2024) contains the following material of relevance:

We will inspire and encourage more people to get on the water and we will enable and nurture them to do so safely and with the right skills:

- **Inclusion:** Create an environment where everyone feels welcome, safe, and valued.
- **Inspiration:** Making more people feel inspired to explore and learn through being on the water.
- **Engagement:** Encourage more people to stay involved in sailing and boating for longer.
- **Influence:** Continue to be a leading voice for sailing and boating nationally and internationally.
- **Connections:** Aligning efforts and collaborating with partners to create a greater joint impact.
- **Sustainability:** Achieving a meaningful reduction in our sports' impact on climate and biodiversity while inspiring positive action.

13.2.2 British Canoeing

British Canoeing's *'Stronger Together: Strategic Plan for British Canoeing 2022 - 2026'* (2022) contains the following material of relevance:

Increase participation and membership: Ambitions include:

- Engaging recreational paddlers and attracting new paddlers
- Increasing membership and improving member services.
- Promoting access, places to paddle and environmental awareness.
- Supporting clubs and delivery partners.
- Developing and supporting coaches, leaders, instructors and guides.
- Developing and supporting volunteers.

13.2.3 British Rowing

British Rowing's 'Recreational Rowing Strategy 2022 - 2025' (2022) contains the following material of relevance:

The vision is 'to develop a vibrant recreational rowing community in every region, welcoming and supporting people of all ages and backgrounds who wish to get on, or back on, the water to enhance their fitness, friendships, wellbeing and skills'. The priorities are:

- **Coaching:** 'Ensuring that British Rowing coaching learning, education and development activities consider the needs of recreational rowers'.
- **Equipment:** 'Supporting clubs to use their existing equipment for recreational rowing activities; promoting the Charles Stanley equipment packages; encouraging clubs to share stable boats for recreational events; and expanding the number of stable boats available across England'.
- **Communication:** 'By making recreational rowing activities and pathways easy to find online; and promoting opportunities to take part in tours, fun races and other events'.

British Rowing's 'Coastal Sculling Strategy 2025 - 2028' (2025) contains the following material of relevance:

At a community level, the aims of the strategy are to:

- Increase the number of well-supported clubs delivering and/or engaging with coastal sculling activity.
- Increase access and affordability to World Rowing standard boats and equipment.
- Increase the number of qualified coaches and volunteers to enable coastal sculling activity to happen both locally and as part of exciting outreach programmes.
- Increase the number of competitors participating at recognised and affiliated local, regional and national events.

Key to this will be the extension of the Coastal Sculling Academy Programme, which aims to recognise and provide enhanced support to the clubs that are key deliverers of coastal sculling activity and provide the equipment and coaching needed to introduce people to the format.

13.2.4 British Waterski and Wakeboard

British Waterski and Wakeboard's 'Strategic Plan 2022 - 2027' (2022) contains the following material of relevance:

The ambitions include the following:

- Grow and retain participation.
- Support Our Facilities and Delivery Partners.
- Provide High Standards of Welfare and Safety.
- Tackle Inequality by Delivering an Inclusive Sport.
- Raise Awareness and Profile of the Sport.

13.2.5 Neighbouring local authorities

None of the neighbouring local authorities has an assessment of watersports needs.

13.3 Stakeholder consultation

13.3.1 Royal Yachting Association

Consultation with the Royal Yachting Association highlighted that ‘we have eight affiliated clubs in Kings Lynn and West Norfolk, collectively offering the full range of watersports activities covered by the RYA’.

13.3.2 British Canoeing

Consultation with the British Canoeing highlighted that ‘we have no affiliated clubs in Kings Lynn and West Norfolk, although canoe and kayak hire is available at Hunstanton and Burnham Overy’.

13.3.3 British Rowing

Consultation with British Rowing highlighted that:

- ‘We have one affiliated club in the borough, West Norfolk Rowing Club, which is based at Denver Sluice’.
- ‘The Wells and Kings Lynn Coastal Rowing Club is affiliated to the South-Eastern Coastal Rowing Forum and builds skiffs and rows at King’s Lynn, Burnham Overy Staithe, Hunstanton, Brancaster, and Thornham. We are keen to promote coastal rowing, which will become an Olympic sport in 2028 and the coastline of West Norfolk lends itself to this activity’.

13.3.4 British Waterski and Wakeboarding

Consultation with British Waterski and Wakeboard highlighted that funding was recently received from Sport England to ‘expose a dynamic ‘destination sport’ to a broader audience at local touchpoints. Through a system of continuous improvement and working with key stakeholders, we aim to deliver targeted change; a key vision is to significantly improve on gender parity, improve adaptive access and provide for greater urban access to more diverse/non-traditional audiences.

13.3.5 Local water sports clubs

A questionnaire survey was circulated to all watersports clubs in the borough:

- **Bawsey Bay Watersports:** ‘We are based in the grounds of Bawsey Estate and Country Park and offer windsurfing lessons, sailing courses, kayaking and paddleboarding’.
- **Ouse Amateur Sailing Club:** The club responded as follows:
 - ‘We sail at Saddlebow, an inland stretch of non-tidal water at the end of the Fenland drainage system about a mile south of King's Lynn. We enjoy exclusive navigation rights over about one-and-a-quarter miles of safe water’.

- 'There is easy launching from our two slipways and we have a recently rebuilt clubhouse with showers, kitchen facilities and plenty of room for non-sailors to keep out of the elements, a viewing balcony with full views of the water and wheelchair access to toilet and changing facilities'.
- 'The club owns a number of sailing dinghies for use by members and a small amount of sailing clothing and buoyancy aids for those just starting out'.
- ***Snettisham Beach Sailing Club:*** The club responded as follows:
 - 'We are one of the leading watersports clubs on the east coast, with family-friendly, multi-level dinghy fleets, wind and kite surfing, paddleboarding and kayaking'.
 - 'We run organised sailing activities alongside our friendly but competitive racing programme. We welcome visiting watersports enthusiasts and their families and encourage regular participation in all club activities'.
 - 'We have plans to introduce a 'Sailability Centre' for disabled users, to convert our electricity supply (currently a generator) to a green alternative and to extend and improve clubhouse facilities'.
- ***Hunstanton Sailing Club:*** 'Our clubhouse is on the seafront in Hunstanton. We have over 200 members and provide a wide range of watersports including kitesurfing, windsurfing, sailing paddleboarding and kayaking'.
- ***Denver Cruising Club:*** 'The club is located on the Great Ouse halfway between Ely and Denver Sluice at Southery, with moorings for up to 45 boats.
- ***Brancaster Staithe Sailing Club:*** 'We are a thriving club with a large junior section and currently have a waiting list for membership applications'.
- ***Overy Staithe Sailing Club:*** 'We are a club without a clubhouse, but plenty of space for boat storage. We organise dinghy racing and an annual regatta'.
- ***Burnham Overy Boathouse:*** 'We deal with boat storage, repair and sales, but also hire kayaks'.
- ***Wells and Kings Lynn Coastal Rowing Club:*** The club responded as follows:
 - 'We are a Community Coastal Rowing Club, building and rowing St Ayles Skiffs in the Great Ouse at King's Lynn, Wells-next-the-Sea and around Norfolk's inland and coastal waters'.
 - 'Our regular rowing spots are Wells-next-the-Sea, King's Lynn, Burnham Overy Staithe, Hunstanton, Brancaster and Thornham'.
 - 'The club is rapidly developing due to recent strategic rebranding and location changes, local positive support and facilities (at Wells-next-the-Sea)'.

- ‘The (single) slipway in King's Lynn is appalling and dangerous; Wells-next-the-Sea is the opposite; very good in all aspects accept undercover accommodation’.
- ‘We have a semi-derelict warehouse in King's Lynn which is open to the weather and vandalism; we have a secure open-air compound in Wells’.
- ‘Our access to the Great Ouse (our only venue in King's Lynn) is constrained to the single, dangerous and muddy slipway. I have proposed in the past, that our (and others) sports would benefit from small boat winch access to the pontoons or a floating pontoon. All has proved 'too hard', so we have moved the majority of our activity to Wells-next-the-Sea who are very welcoming and have offered us simple facilities in turn for developing the sport of rowing in their town and harbour’.
- **West Norfolk Rowing Club:** ‘West Norfolk Rowing Club is a Community Amateur Sports Club based at the Denver Sluice complex, near Downham Market. The club rows on the freshwater River Great Ouse’.
- **Hunstanton Watersports:** ‘We are a business founded in 2006 that offers tuition in Kitesurfing, Windsurfing, Stand Up Paddleboard and Powerkiting’.
- **Hunstanton Waterski Club:** ‘We are based at South Beach, Hunstanton and offer waterskiing and jetskiing opportunities to members and non-members. Established for over 50 years with a long history in water ski racing, and jet skiing, the Club also hosted the World championships in 2005’.
- **Premier Waterski School:** ‘The School is based at Pentney Lakes and offers waterski tuition and video coaching’.
- **Hunstanton Kayaks:** ‘We offer kayak hire and tuition from Hunstanton and Brancaster Staithe as well as group kayak trips’.

13.4 Watersports Demand

13.4.1 Introduction

This section summarises the demand for watersports in Kings Lynn and West Norfolk and includes:

- Expressed demand.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

13.4.2 Expressed demand

Watersports activity provision in Kings Lynn and West Norfolk is currently as follows:

Table 145: Watersports activities in Kings Lynn and West Norfolk

<i>Club</i>	<i>Activities accommodated</i>
Bawsey Bay Watersports	Windsurfing Dinghy sailing Kayaking Paddleboarding
Ouse Amateur Sailing Club	Dinghy racing Dinghy cruising
Snettisham Beach Sailing Club	Dinghy sailing Windsurfing Kitesurfing Paddleboarding Kayaking
Hunstanton Sailing Club	Dinghy sailing Windsurfing Kitesurfing Paddleboarding Kayaking
Denver Cruising Club	Motor boating
Brancaster Staithe Sailing Club	Dinghy sailing Powerboating
Overy Staithe Sailing Club	Dinghy sailing Sports boat RIBS
Burnham Overy Boathouse	Kayaking
Wells and Kings Lynn Coastal Rowing Club	Rowing
West Norfolk Rowing Club	Rowing
Hunstanton Watersports	Windsurfing Kitesurfing Paddleboarding Powerkiting
Hunstanton Waterski Club	Waterskiing Jetskiing
Premier Waterski School	Waterskiing
Hunstanton Kayaks	Canoeing

13.4.3 Displaced demand

Displaced demand relates to play by teams from within the study area which takes place outside of the area, or vice versa. Given the quality of the coastal waters around Kings Lynn and West Norfolk, there is significant imported demand from tourists and day visitors to the area, which has a positive impact on the local economy.

13.4.4 Unmet demand

The only evidence of unmet demand for water sports facilities in Kings Lynn and West Norfolk at present is from Wells and Kings Lynn Coastal Rowing Club, who have poor-quality water access and storage facilities in Kings Lynn and have therefore relocated much of their activity to Wells-next-the-sea in North Norfolk district.

13.4.5 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is no evidence of latent demand for water sports in Kings Lynn and West Norfolk at present. Brancaster Staithe Sailing Club has a waiting list for membership, but all other facilities have spare capacity to accommodate additional use.

13.4.6 Future demand

This has been assessed as follows:

- **Participation rates:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for the water sports at national level since 2015:

Table 146: 'Active Lives' survey: National water sports participation rates 2015 - 2023

Activity	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
Canoeing	0.4%	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.5%	+0.1%
Rowing	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.3%	0.3%	-0.1%
Sailing	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	-0.1%
Waterskiing	0.2%	0.1%	0.1%	0.2%	0.3%	0.3%	0.1%	0.1%	-0.1%
Watersports	1.3%	1.1%	1.1%	1.0%	1.0%	1.0%	1.0%	1.1%	-0.2%

- **Local sports participation trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2020:

Table 147: 'Active Lives' survey: Kings Lynn and West Norfolk participation rates 2015 - 2024

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	74.8%	-3.7%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

13.4.7 Key findings on demand

The key findings on demand are as follows:

- There are nine watersports clubs and five commercial operators offering watersports in Kings Lynn and West Norfolk.
- Future demand patterns are likely to decrease, based on participation trends, although this is likely to be offset by projected population increases.

13.5 Watersports Facilities Supply

13.5.1 Introduction

This section summarises the detail of water sports facilities supply in Kings Lynn and West Norfolk. Water sports facilities are defined as permanent, built facilities that cater for the diverse needs of sailing, windsurfing, kite surfing, water-skiing, canoeing, sub-aqua and rowing.

13.5.2 Facilities with community use and used

Table 148: Water sports facilities in Kings Lynn and West Norfolk

Club	Address	Sub-area
Bawsey Bay Watersports	Bawsey Country Park, B1145, Bawsey PE32 1EP	Kings Lynn
Brancaster Staithe Sailing Club	Harbour Way, Brancaster Staithe PE31 8BW	Hunstanton
Burnham Overy Boathouse	East Harbour Way, Burnham Overy Staithe PE31 8FF	Hunstanton
Denver Cruising Club	Ferry Bank, Southery PE38 0PN	Downham Market
Hunstanton Kayaks	North Promenade, Hunstanton PE36 6GB	Hunstanton
Hunstanton Sailing Club	North Promenade, Hunstanton PE36 5BF	Hunstanton
Hunstanton Watersports	North Promenade, Hunstanton PE36 6GB	Hunstanton
Hunstanton Waterski Club	South Beach Road, Hunstanton PE36 5BA	Hunstanton
Ouse Amateur Sailing Club	Saddlebow, Kings Lynn PE34 3AW	Kings Lynn
Overy Staithe Sailing Club	East Harbour Way, Burnham Overy Staithe PE31 8FF	Hunstanton
Premier Waterski School	Pentney Lakes, Common Road, Pentney PE32 1LE	Kings Lynn
Snettisham Beach Sailing Club	Snettisham Beach, Snettisham PE31 7RB	Hunstanton
Wells and Kings Lynn Coastal Rowing Club	Common Staithe Slipway, Ferry Street, Kings Lynn PE30 1LL	Kings Lynn
West Norfolk Rowing Club	Sluice Road, Denver PE38 0EG	Downham Market

13.5.3 Facilities by sub-area

Watersports facilities by sub-area are as follows. It shows that levels of provision vary widely across the borough, being highest in the Hunstanton sub-area and poorest in the Downham Market sub-area:

Table 149: Water sports facilities by sub-area in Kings Lynn and West Norfolk

<i>Sub-area</i>	<i>Population</i>	<i>No. Facilities</i>	<i>Facilities per capita</i>
Hunstanton	28,316	9	1: 3,146
Kings Lynn	67,643	4	1: 16,911
Downham Market	55,286	2	1: 27,643
<i>KL & WEST NORFOLK</i>	<i>151,245</i>	<i>14</i>	<i>1: 10,803</i>

13.5.4 Quality

The quality of water sports facilities was assessed by a non-technical visual inspection during a site visit to all sites. The criteria that were assessed were as follows:

- ***The clubhouse:*** The quality of the social area(s), changing facilities and other provision.
- ***Boat/equipment storage:*** The availability of a hard-standing area, secure fencing and covered spaces.
- ***Water access:*** The arrangement for accessing the water, including jetties, pontoons, slipways and moorings.
- ***Disability access:*** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- ***General access:*** Parking, signage and proximity to public transport.

13.6.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’ (highlighted in green below), 4 to ‘good’ (also highlighted in green below), 3 to ‘average’ (highlighted in yellow below), 2 to ‘poor’ (highlighted in red below) and 1 to ‘very poor’ (also highlighted in red below).

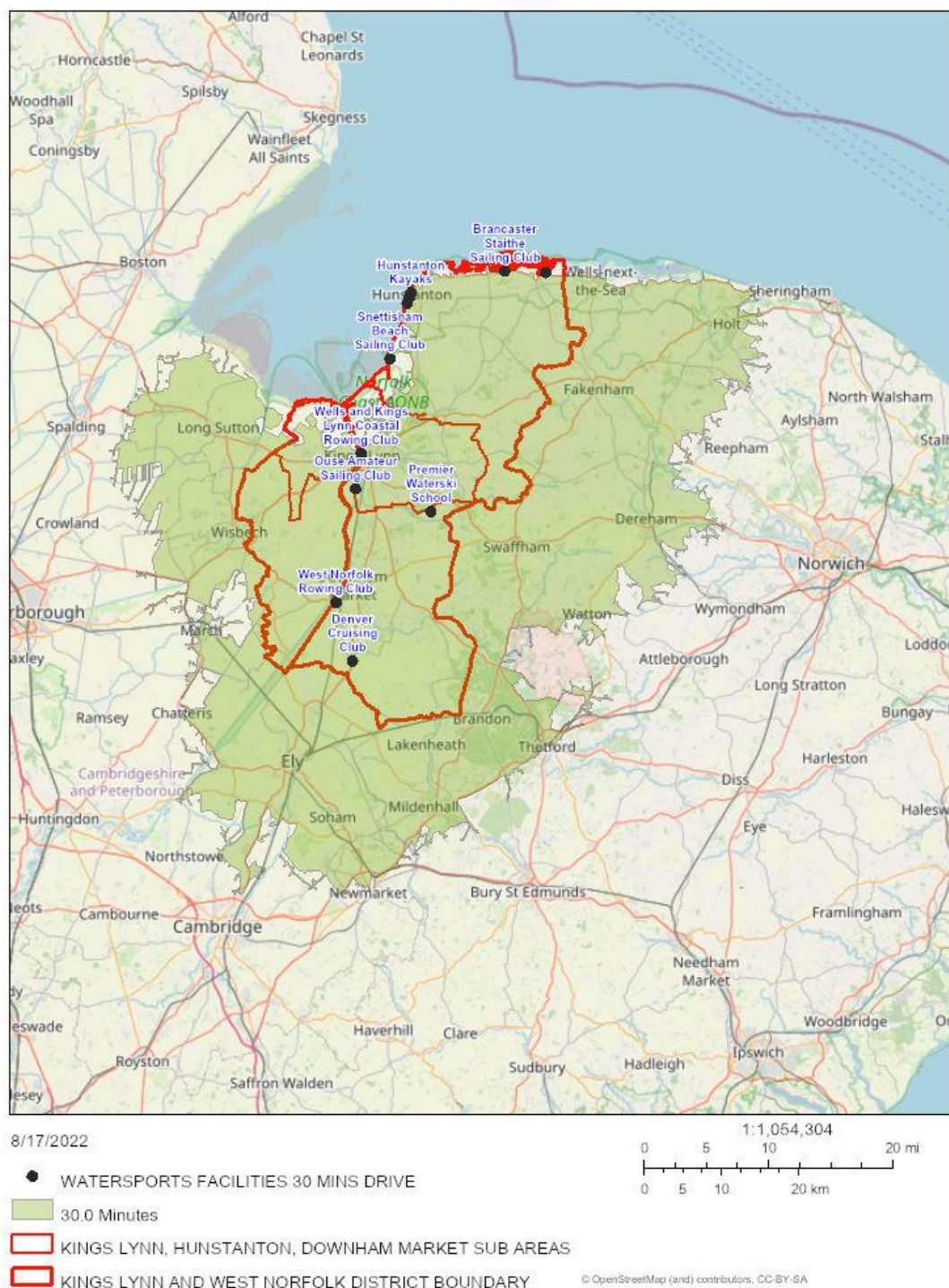
Table 150: Water sports facilities in Kings Lynn and West Norfolk: Quality audit

<i>Facility</i>	<i>Clubhouse</i>	<i>Storage</i>	<i>Water access</i>	<i>Disability Access</i>	<i>General access</i>
Bawsey Bay Watersports	3	3	4	3	5
Brancaster Staithe Sailing Club	5	4	5	2	4
Burnham Overy Boathouse	-	4	-	3	4
Denver Cruising Club	4	-	5	1	2
Hunstanton Kayaks	5	3	3	2	3
Hunstanton Sailing Club	5	3	3	2	3
Hunstanton Watersports	3	3	3	3	3
Hunstanton Waterski Club	4	4	5	4	4
Ouse Amateur Sailing Club	5	5	5	5	4
Overy Staithe Sailing Club	-	3	3	3	3
Premier Waterski School	3	4	5	2	3
Snettisham Beach Sailing Club	4	3	3	2	2
Wells and Kings Lynn Coastal Rowing Club	-	1	2	1	4
West Norfolk Rowing Club	4	4	3	2	4

13.7 Accessibility

A 30-minute drivetime catchment is appropriate to define accessibility to specialist watersports facilities. The map overleaf shows that the whole borough is within 30-minutes' drive of at least one watersports facility.

KINGS LYNN & WEST NORFOLK Watersports Facilities 30 Minutes Drive



13.8 Availability

The table below identifies the opening hours, usage arrangements and pricing of selected watersports facilities.

Table 151: Water sports facilities in Kings Lynn and West Norfolk: Basis of use

Facility	Opening hours and basis of use	Pricing
Bawsey Bay Watersports	Thursday - Sunday: 10.00 - 16.00	Paddleboarding £50 per person Double Kayak £30 per person Windsurfing £55 per person
Burnham Overy Boathouse	Varies seasonally 'Pay and play' usage	Double kayak hire (per day) £35 Single kayak hire (per day) £25
Hunstanton Kayaks	From 10.00am daily 'Pay and play' usage	Double kayak hire (per hour) £30 Single kayak hire (per hour) £20
Hunstanton Sailing Club	Varies seasonally Membership usage	£150 Annual adult membership £70 Annual junior membership
Hunstanton Watersports	Varies seasonally Pre-booked usage	£150 Beginners Kitesurfing (one day) £20 Paddleboard Group Lesson (half-day)
Hunstanton Waterski Club	Varies seasonally Membership and 'pay-and-play'	£125 Annual adult membership £250 Annual craft registration £75 day pass for non-members
Ouse Amateur Sailing Club	Varies seasonally Membership usage	£60 Annual adult membership £15 Annual junior membership £30 Annual boat park fee
Overy Staithe Sailing Club	Weekends Membership	£15 Annual adult membership £5 Annual junior membership
Snettisham Beach Sailing Club	Varies seasonally Membership usage	£120 Annual adult membership £50 Annual junior membership
West Norfolk Rowing Club	Varies seasonally Membership usage	£150 Annual adult membership £60 Annual junior membership

13.9 Key findings on supply

The key findings are as follows:

- There are 14 watersports facilities in Kings Lynn and West Norfolk, covering a full-range of activities and with a good geographical distribution.
- Brancaster Staithe Sailing Club has a waiting list for membership, but all other facilities have spare capacity to accommodate additional use.
- There are some quality issues, particularly relating to disabled access.
- Membership charges vary, but in most instances are relatively affordable.

13.10 Changes since 2023

Bawsey Bay Watersports is an additional facility available for community use since 2023.

13.11 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which water sports facilities in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- There is provision for a wide range of watersports activities in the borough, facilitated by the attractive coastal and inland water assets in the area.
- The facilities make an important contribution to the tourist offer in the borough, as well as meeting the needs of local people.

13.12 The balance between watersports supply and demand

Four criteria have been assessed to evaluate the balance between watersports facilities supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

13.13 Quantity

13.13.1 Current needs

There are 14 watersports facilities in Kings Lynn and West Norfolk, covering a full-range of activities. Brancaster Staithe Sailing Club has a waiting list for membership, but all other facilities have spare capacity to accommodate additional use.

13.13.2 Future needs

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

Future demand patterns are likely to be similar to current levels based on participation trends, but the lower population growth projections will create a requirement for 3.1% additional capacity by 2040, whilst the higher population growth projections will create a requirement for 16.1% additional capacity by 2040. In both instances, existing facilities have sufficient spare capacity to accommodate all additional demand.

13.14 Quality

13.14.1 Current quality

There are some quality issues, particularly relating to disabled access.

13.14.2 Future quality

All facility providers will need to continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

13.15 Accessibility

13.15.1 Current accessibility

All of the population is within 30-minutes' drive of the nearest watersports facility.

13.15.2 Future accessibility

It can be assumed that future accessibility will remain as it is at present.

13.16 Availability

13.16.1 Current availability

The facilities are available to use at reasonable rates and have secured community access.

13.16.2 Future availability

It can be assumed that future availability will remain as it is at present.

13.17 The options for securing additional water sports facilities capacity

The options for securing existing water sports facilities capacity to meet current and future needs are as follows:

13.17.1 Protect

Protecting existing water sports facilities through the Local Plan will be key to securing provision by ensuring that policy supports the retention of existing facilities, unless the loss of a facility would involve replacement with a facility of at least the equivalent size, quality and accessibility.

13.17.2 Provide

There is no need to provide additional water sports facilities.

13.17.3 Enhance

Enhancing existing water sports facilities capacity by:

- Addressing the disabled access issues at the eight sites where this is rated as 'poor'.
- Ensuring that the facilities receive regular maintenance and improvements, funded by developer contributions where appropriate.

13.18 Action Plan

13.18.1 Introduction

The tables below set out the action plan for water sports facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and the staffing necessary to undertake the work required to pursue the actions.

13.18.2 Key strategic actions

Table 152: Key strategic action plan for water sports facilities in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing water sports facilities.	Include a policy in the Local Plan to protect all existing water sports facilities.	KL&WNBC	-	-	High

13.18.3 Site-specific actions

Table 153: Site-specific action plan for water sports facilities in Kings Lynn and West Norfolk

Site	Issues	Action	Lead	Partners	Resources	Priority
Bawsey Bay Watersports	No current issues	No action	-	-	-	-
Brancaster Staithe C	Poor disability access	Examine options for improving clubhouse access.	Brancaster Staithe S C	-	TBC	Medium
Burnham Overy Boathouse	No current issues	No action	-	-	-	-
Denver Cruising Club	Poor disability access	Examine options for improving disabled and general access.	Denver Cruising Club	-	TBC	Medium
Hunstanton Kayaks	Poor disability access	Examine options for improving disabled access.	Hunstanton Kayaks	-	TBC	Medium
Hunstanton Sailing Club	Poor disability access	Examine options for improving disabled access.	Hunstanton Sailing Club	-	TBC	Medium
Hunstanton Watersports	No current issues	No action	-	-	-	-
Hunstanton Waterski Club	No current issues	No action	-	-	-	-
Ouse Amateur Sailing Club	No current issues	No action	-	-	-	-
Overy Staithe Sailing Club	No current issues	No action	-	-	-	-
Premier Waterski School	Poor disability access	Examine options for improving disabled access.	Premier Waterski Sch.	-	TBC	Medium
Snettisham Beach SC	Poor disability access	Examine options for improving disabled and general access.	Snettisham Beach SC	-	TBC	Medium
Wells and Kings Lynn Coastal Rowing Club	Poor boat storage and water access issues in Kings Lynn	Examine options for improving boat storage and water access.	Wells & Kings Lynn Coastal Rowing Club	KL&WNBC	TBC	Medium
West Norfolk Rowing Club	Poor disability access	Examine options for improving disabled access.	West Norfolk Rowing Club	-	TBC	Medium

14 MULTI-USE GAMES AREA NEEDS

14.1 Organisational context

- ***Kings Lynn and West Norfolk Borough Council:*** The Council provides and maintains four Multi-use Games Areas (MUGAs), all in Kings Lynn
- ***Town and Parish Councils:*** Town and parish councils provide and maintain 12 MUGAs in the borough.

14.2 Strategic context

14.2.1 Basketball England

Basketball England designated 2022 ‘The Year of 3v3 Basketball’. 3x3 is simple and flexible enough to be played almost anywhere by anybody - and is the number one urban team sport in the world. All that is required is a hoop, a half-court and six players - it is basketball in one of its most basic forms. The game featured in the 2022 Commonwealth Games in Birmingham. MUGAs provide an excellent facility for accommodating both 3v3 and 5v5 basketball play.

14.2.2 Football Foundation

The Football Foundation’s ‘*National Facilities Strategy*’ (2020) contains a priority for ‘small-sided facilities to grow the small-sided game for teams and leagues, recreational and informal play’.

- MUGAs have an important role to play in this regard and the Football Foundation has grants of up to £25,000 to improve playing surfaces for recreational football and small-sided facilities.
- The ‘*Kings Lynn and West Norfolk Local Football Facility Plan*’ (2020) was commissioned by the Football Foundation in conjunction with other partners and identified a priority for a MUGA at King’s Way Playing Field, Kings Lynn.

14.2.3 England Netball

England Netball’s ‘*Adventure Strategy 2021 - 2031*’ (2021) include a ‘destination termed ‘a Game for Life’. This includes an aspiration to have ‘a place to play within easy travel of every household’. To facilitate this, England Netball is keen to encourage the provision of netball court markings on all Multi-use Games Areas (MUGAs), to expand opportunities to play the game.

14.3 Stakeholder consultation

None of the neighbouring local authorities has an assessment of MUGA needs.

14.4 MUGA Demand

14.4.1 Introduction

This section summarises the demand for MUGAs in Kings Lynn and West Norfolk and includes:

- Expressed demand.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

14.4.2 Expressed demand

Expressed demand for MUGAs is difficult to gauge because all facilities are accessed on a casual basis and usage is therefore ‘unmetered’. However, consultation with local MUGA providers indicates that the facilities are receiving regular use particularly for informal football and basketball play.

14.4.3 Displaced demand

Displaced demand relates to activity from within the study area which takes place outside of the area, or vice versa. Given the localised catchment of MUGAs, there is no evidence of cross-border usage, either into or out of the borough.

14.4.4 Unmet demand

Unmet demand takes a number of forms:

- Clubs may have access to a facility for matches but nowhere to train or vice versa.
- Some facilities may be unavailable to the community.
- The poor quality and limited capacity of facilities and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

There is no evidence of unmet demand for MUGAs in Kings Lynn and West Norfolk at present.

14.4.5 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is no evidence of any latent demand for MUGAs in Kings Lynn and West Norfolk.

14.4.6 Future demand

This has been assessed as follows:

- **Participation rates:** One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. Sport England’s ‘Active Lives’ survey has recorded national adult (aged 16+) participation rates in the sports that use MUGAs between 2015 and 2023 (as follows):

Table 154: 'Active Lives' survey: National MUGA sports participation rates 2015 - 2023

Activity	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
Basketball	0.7%	0.7%	0.7%	0.6%	0.5%	0.5%	0.6%	0.7%	No change
Football	5.2%	5.0%	4.5%	4.4%	3.0%	3.2%	4.4%	4.6%	-0.6%
Netball	0.7%	0.6%	0.6%	0.7%	0.4%	0.3%	0.6%	0.6%	-0.1%
Tennis	2.0%	1.9%	1.7%	1.6%	1.5%	1.4%	2.0%	1.9%	-0.1%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 155: "Active Lives" survey: Kings Lynn and West Norfolk participation rates 2015 - 2024

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	74.8%	-3.7%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

14.4.7 Key findings on demand

The key findings on demand are as follows:

- MUGAs are well-used in Kings Lynn and West Norfolk, although there is no evidence of any displaced, unmet or latent demand.
- Future demand patterns are likely to decrease, based on participation trends, although this is likely to be offset by projected population increases.

14.5 MUGA Supply

14.5.1 Introduction

This section summarises the detail of MUGAs in Kings Lynn and West Norfolk. MUGAs are defined as hard-surfaced courts surrounded by robust, high fences with markings for football, basketball and other sports.

14.5.2 MUGAs with community use and used

The location and number of MUGAs with community use in Kings Lynn and West Norfolk is as follows. Floodlit facilities are asterisked:

Table 156: MUGAs with community use and used in Kings Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Sub-area</i>
Castle Acre Playing Field MUGA	St. James Green, Castle Acre PE32 2BD	Downham Market
Centrepont MUGA	Middlewood, Kings Lynn PE30 4SR	Kings Lynn
Docking Playing Field MUGA*	Bradmere Road, Docking PE31 8NQ	Hunstanton
East Rudham Playing Field MUGA*	School Road, East Rudham PE31 8GN	Hunstanton
Hockwold Village Hall MUGA	Main Street, Hockwold IP26 4LW	Downham Market
Hunstanton Recreation Ground MUGA*	Greevegate, Hunstanton PE36 6AE	Hunstanton
KGV Playing Field, Shouldham	Fairstead Drove, Shouldham PE33 0DL	Downham Market
Kingsway MUGA*	Edward Benefer Way, King's Lynn PE30 2HY	King's Lynn
Marham, Coronation Playing Fields MUGA	The Street, Marham PE33 9JQ	Downham Market
Marshland Hall MUGA*	Smeeth Road, Marshland St. James PE14 8JB	Downham Market
Parkway MUGA*	Parkway, King's Lynn PE30 4QJ	King's Lynn
Rouses Lane Playing Field MUGA*	Rouses Lane, Downham Market PE38 9AN	Downham Market
Snettisham Memorial Playing Field MUGA*	Old Church Road, Snettisham PE31 7LX	Hunstanton
The Walks MUGA*	South Street, King's Lynn PE30 5EP	King's Lynn
Tilney St. Lawrence Recreation Ground*	Magdalen Road, Tilney St. Lawrence PE34 4RF	King's Lynn
Watlington Recreation Ground MUGA*	Church Road, Watlington PE33 0HE	Downham Market

14.5.3 Provision by sub-area

MUGA provision by sub-area are as follows. It shows that levels of provision are poorest in the Kings Lynn sub-area:

Table 157: MUGA provision by sub-area in Kings Lynn and West Norfolk

<i>Sub-area</i>	<i>Population</i>	<i>No. facilities</i>	<i>Facilities per capita</i>
Hunstanton	28,316	4	1: 7,079
Kings Lynn	67,643	5	1: 13,529
Downham Market	55,286	7	1: 7,898
KL & WEST NORFOLK	151,245	16	1: 9,453

14.6 Quality

14.6.1 The criteria assessed for MUGAs

The quality of outdoor netball courts was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were assessed were as follows:

- **The court:** Court surface, line markings and fitness for purpose.

- **Fencing:** Condition and appearance.
- **Disability access:** Provision for disabled access to the courts.
- **Lighting:** The quality, illumination levels and evenness of floodlights.

14.6.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to 'very good', 4 to 'good', 3 to 'average', 2 to 'poor' and 1 to 'very poor'. The ratings for MUGAs in Kings Lynn and West Norfolk are shown in the table below.

Table 158: MUGAs in Kings Lynn and West Norfolk: Quality audit

Facility	Court	Fencing	Disability Access	Lighting
Castle Acre Playing Field MUGA	2	-	1	-
Centrepont MUGA	5	5	5	-
Docking Playing Field MUGA	5	5	2	5
East Rudham Playing Field MUGA	4	4	3	4
Hockwold Village Hall MUGA	3	3	2	-
Hunstanton Recreation Ground MUGA	5	5	3	4
KGV Playing Field, Shouldham	2	-	2	-
Kingsway MUGA	5	5	5	5
Marham, Coronation Playing Fields MUGA	5	5	2	-
Marshland Hall MUGA	5	5	4	5
Parkway MUGA	5	5	5	5
Rouses Lane Playing Field MUGA	2	2	4	4
Snettisham Memorial Playing Field MUGA	5	5	4	5
The Walks MUGA	5	5	5	5
Tilney St. Lawrence Recreation Ground	4	4	5	5
Watlington Recreation Ground MUGA	5	5	4	5

14.7 Accessibility

A 10-minute drivetime catchment is appropriate to define accessibility to MUGAs. Some parts of the Downham Market sub-area are more than 10-minutes' drive of a MUGA.

KINGS LYNN & WEST NORFOLK MUGAS 10 Minutes Drive



14.8 Availability

All MUGAs are freely accessible at all times, although only 11 are floodlit and therefore usable during the hours of darkness.

14.9 Key findings on supply

The key findings are as follows:

- There are 16 MUGAs in Kings Lynn and West Norfolk, with a good geographical distribution.
- There is no evidence of any unmet demand.
- There are some quality issues, particularly relating to disabled access.
- Some parts of the Downham Market sub-area are more than 10-minutes' drive of a MUGA.
- Access to all MUGAs is free-of-charge.

14.10 Changes since 2023

There have been no significant changes in supply and demand for MUGAs in the borough since 2023, although the facility at Hunstanton Recreation Ground was resurfaced..

14.11 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which MUGAs in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- MUGAs comprise local-scale facilities that cater for a range of recreation-level sports and as such they have wide appeal to participants.
- The unprogrammed nature of MUGAs makes them attractive to young people in particular, who can use them to play sport on their own terms.

14.12 The balance between MUGA supply and demand

Four criteria have been assessed to evaluate the balance between MUGA supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough MUGAs with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the MUGAs fit for purpose for the users now and in the future?
- **Accessibility:** Are the MUGAs in the right physical location for the users now and in the future?

- **Availability:** Are the MUGAs available for those who want to use them now and in the future?

14.13 Quantity

14.13.1 Current needs

There are 16 MUGAs in Kings Lynn and West Norfolk and no evidence of any unmet demand.

14.13.2 Future needs

Future demand patterns are likely to be similar to current levels based on participation trends, but the lower population growth projections will create a requirement for 2.2% additional capacity by 2040, whilst the higher population growth projections will create a requirement for 12.8% additional capacity by 2040. In both cases, existing court capacity will be required to meet the extra demand.

14.14 Quality

14.14.1 Current quality

Poor-quality surfaces compromise usage capacity at three sites and disabled access is an issue at seven sites.

14.14.2 Future quality

MUGA providers will need to continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

14.15 Accessibility

14.15.1 Current accessibility

Some parts of the Downham Market sub-area are more than 10-minutes' drive of a MUGA.

14.15.2 Future accessibility

Options should be examined for extending the current geographical coverage.

14.16 Availability

14.16.1 Current availability

There are no current issues with court availability, although the addition of floodlights at the five facilities without it would extend their periods of use.

14.16.2 Future availability

It is reasonable to assume that similar availability will apply in the future.

14.17 The options for securing MUGA capacity

The options for securing existing MUGA capacity to meet current and future needs are as follows:

14.17.1 Protect

Protecting existing MUGAs through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

14.17.2 Provide

There is a need to provide additional MUGAs to meet demand arising from both the population growth projections and there is a case for making locally-accessible provision in any major new housing developments.

14.17.3 Enhance

Enhancing existing MUGA capacity by:

- Adding floodlights at sites where this is appropriate.
- Improving disabled access at MUGAs where it is currently rated as poor.
- Including netball court markings on existing and new Multi-use Games Areas.

14.18 Action Plan

14.18.1 Introduction

The tables below set out the action plan for MUGAs to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions. The capital cost estimates are based upon Sport England's *Facility Costs - Second Quarter of 2021* (2021).

14.18.2 Key strategic actions

Table 159: Key strategic actions for MUGAs in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing MUGAs.	Consider including a policy in the Local Plan to protect all existing MUGAs.	KL&WNBC	-	-	High
Funding for future MUGA needs.	Ensure that S106 contributions are collected from developers.	KL&WNBC	Developers	-	High
Netball court markings on MUGAs	Ensure that netball courts are marked on all MUGAs, to facilitate the expansion of the game.	KL&WNBC	-	£1,000 per MUGA	High

14.18.3 Site-specific actions

Table 160: Site-specific actions for MUGAs in Kings Lynn and West Norfolk

Site	Issues	Action	Lead	Partners	Resources	Priority
Castle Acre Playing Field MUGA	<ul style="list-style-type: none"> • 'Poor' quality court surface • 'Poor' quality disabled access • No floodlights 	<ul style="list-style-type: none"> • Resurface court • Provide a tarmac path from the access point • Provide floodlights 	Castle Acre PC	-	£10,000 for resurfacing £1,500 for access path £30,000 for floodlights	Medium
Centrepont MUGA	No floodlights	Provide floodlights	KL&WNBC		£30,000 for floodlights	High
Docking Playing Field MUGA	'Poor' quality disabled access	Provide a tarmac path from the access point	Docking PC	-	£1,500	Medium
East Rudham Playing Field MUGA	No current issues	No action required	-	-	-	-
Hockwold Village Hall MUGA	'Poor' quality disabled access	Provide a tarmac path from the access point	Hockwold PC	-	£1,500	Medium
Hunstanton Recreation Ground MUGA	No current issues	No action required	-	-	-	-
KGV Playing Field, Shouldham	<ul style="list-style-type: none"> • 'Poor' quality court surface • 'Poor' quality disabled access • No floodlights 	<ul style="list-style-type: none"> • Resurface court • Provide a tarmac path from the access point • Provide floodlights 	Shouldham PC	-	£10,000 for resurfacing £1,500 for access path £30,000 for floodlights	High
Kingsway MUGA	No current issues	No action required	-	-	-	-
Marham, Coronation Playing Fields MUGA	'Poor' quality disabled access	Provide a tarmac path from the access point	Marham PC	-	£1,500	Medium
Marshland Hall MUGA	No current issues	No action required	-	-	-	-
Parkway MUGA	No current issues	No action required	-	-	-	-
Rouses Lane Playing Field MUGA	<ul style="list-style-type: none"> • 'Poor' quality court surface • 'Poor' quality fencing 	<ul style="list-style-type: none"> • Resurface court • Replace fencing 	Downham TC	-	£30,000	High
Snettisham Memorial Playing Field MUGA	No current issues	No action required	-	-	-	-
The Walks MUGA	No current issues	No action required	-	-	-	-
Tilney St. Lawrence Recreation Ground	No current issues	No action required	-	-	-	-
Watlington Recreation Ground MUGA	No current issues	No action required	-	-	-	-

15 FOOTPATHS AND CYCLEPATHS NEEDS

15.1 Organisational context

Footpaths and cycle paths provision in Kings Lynn and West Norfolk involves a mixed economy comprising:

- Kings Lynn and West Norfolk Borough Council.
- Sustrans.
- Private landowners.

15.2 Assessing the need for footpaths and cycle paths

15.2.1 Introduction

The formalised supply and demand assessments of the *'Assessing Needs and Opportunities Guidance'* (2014) do not lend themselves well to identifying how best to address the need for footpaths and cycle paths. In particular:

- Most of the 'supply' involves public rights of way where it is difficult to define 'capacity' precisely.
- Much of the 'demand' is 'unmetered' - there is very little detailed data on the usage of specific rights of way.

10.2.2 Assessment methodology

The following approach has therefore been devised and applied to assess the need for informal provision for walking, cycling and running in Kings Lynn and West Norfolk.

- Establishing the extent of designated running, cycling and walking trails providing local opportunities to undertake short, medium and long forms (15 minutes, 45 minutes and 90 minutes) of activity, on or off-road,
- Assessing gaps in provision.

15.2 Strategic context

15.2.2 Government Cycling and Walking Strategy

The Government's national strategy for cycling and walking *'Gear Change: A Bold Vision for Cycling and Walking'* (2020) contains the following material of relevance:

- **National Cycle Network:** ‘The National Cycle Network consists of 12,763 miles of route. There is a bias towards ‘leisure’ routes in the countryside and not enough routes for commuting or everyday journeys in and around the urban areas where most people live. A 2018 audit by Sustrans, its custodian, classed 42% of the network as ‘very poor’, 4% as ‘poor’ 53% as ‘good’ and only 1% as ‘very good’. It also highlighted the fact that there were 16,435 barriers or obstructions on the network, including chicanes, flights of steps, and gates; and that surfacing on the off-road sections was often poor and not suitable for all weathers. Since this report was published, many of the very poor routes have been removed from the network’.
- ‘The network is now made up of 59% on road routes and 41% traffic free routes. The aim is to make the whole network either off road or traffic calmed by 2040. We will improve the Network, especially where it is most useful for everyday journeys, significantly increasing funding, removing obstacles, increasing the proportion that is traffic-free or protected from traffic, and providing smooth, all-weather surfacing on the traffic-free parts that is still consistent with its mainly rural nature. We will extend the Network where it can be done in accordance with our new design standards, especially where it can be most useful for everyday journeys’.

15.2.2 Norfolk Access Improvement Plan

The ‘*Norfolk Access Improvement Plan 2018 - 2028*’ (2018) sets out priorities for improving access to the countryside in the county. There are more than 2,400 miles of public rights of way in the county as a whole, including footpaths, bridleways, restricted byways, cycle tracks and permissive routes. Many of these are promoted as long-distance trails and attached circular walks and rides.

- **Aims:** ‘To create an easy to use, healthy, sustainable way to enjoy the Norfolk coast and countryside, we will:
 - Manage the countryside access network so that it is better able to handle the varying demands placed upon it.
 - Increase public, environmental and economic benefit.
 - Actively seek the involvement of communities.
 - Take a collaborative and pragmatic approach to responsibilities and resources.
 - Increase investment in the countryside access network’.
- **Assessment of the network:** ‘Walkers are relatively well-catered for and off-road cyclists and horse riders are supported wherever possible. However, there are still issues with:
 - Poor maintenance (vegetation not cut enough, uneven surfaces, muddy paths).
 - Safety (primarily from motor traffic).
 - Obstructions (locked gates, barbed wire fences).
 - Poor continuity and connectivity of cycle and bridle routes.
 - Poor signposting/waymarking.
 - Limited opportunities for people with disabilities.
 - Lack of good information for infrequent users to encourage them to go on to the network’.
- **Proposed projects:** Proposed projects of direct relevance to Kings Lynn and West Norfolk include the following:
 - Create a new strategic long-distance path along the disused railway line between Kings Lynn and Hunstanton.
 - Create a new long-distance path along the disused railway line between Kings Lynn and Fakenham/Wells.

15.2.3 British Cycling

The relevant strategic priorities identified by British Cycling (2017) are as follows:

- A comprehensive network of accessible traffic-free multi-disciplined cycling facilities enabling the effective and safe delivery of cycling activities both at a participation and excellence level.
- Support for clubs and groups who wish to develop new, or improve existing, facilities and infrastructure.

15.3 Stakeholder consultation

15.3.1 Ramblers

Consultation with the Rambler's Association highlighted the following issues:

- The Ramblers and Macmillan have hosted the national Walking for Health programme since 2012. Every week, local Walking for Health schemes run over 1,800 free, friendly, short group walks that reach approximately 20,200 individuals.
- West Norfolk Walking for Health organises at least three walks per week in the borough, from the following locations:
 - The Walks, Kings Lynn
 - Lynnsport
 - Gaywood Community Centre
 - Castle Acre Castle Car Park
 - Brancaster Staithe
 - Grimston Woods
 - North Wootton
 - Wolferton
 - Congham
 - Dersingham Heath
 - Burnham Overy Staithe
 - Burnham Thorpe Village Hall
 - North Creak Abbey
 - Sandringham North Car Park
 - Hunstanton Community Centre
 - Leziate Village Hall
 - Roydon Common
 - Ringstead Courtyard Farm
 - Little Massingham Church
 - Thornham Village Hall
 - Bircham Windmill
 - Holme
 - Snettisham Ken Hill
 - West Acre Church
 - Castle Rising
 - Narborough
- The Ramblers place a high priority on enhancing, improving and protecting the paths, parks and other green spaces that millions of people rely upon for their regular dose of walking.

15.3.2 British Cycling

Consultation with British Cycling highlighted the following issues:

- Dedicated cycling facilities provide safe, traffic-free environments for any cyclist of any ability to participate, train, compete and - most importantly - have fun whilst riding a bike. British Cycling is working closely with Sport England to develop a national network of new cycling facilities which meets local demand, making use of a £15 million investment programme called 'Places to Ride'.

- The funding is available to any organisation that is developing cycling activity in their community and can be used for anything from equipment packages to activate an existing local space, through to a brand new-cycling facility.

15.3.3 Neighbouring local authorities

Of the neighbouring local authorities, only East Cambridgeshire District Council and West Suffolk Council have an assessment of footpaths and cycle paths:

East Cambridgeshire

The '*East Cambridgeshire Outdoor Sports Facilities Strategy*' (2020) identifies that 'current provision is assessed to be adequate to meet current needs, given that there is sufficient existing capacity to accommodate all demand'.

West Suffolk

The '*West Suffolk Playing Pitch and Outdoor Sports Facilities Assessment*' (2021) includes an assessment of cycling needs which concludes that 'there is no evidence of a shortfall in current provision for cycling facilities' and that 'spare capacity at the existing facilities will be able to accommodate all additional future demand, even accounting for increasing participation rates and population growths.

15.4 Footpaths and Cycle Paths Demand

15.4.1 Introduction

This section summarises the demand for footpaths and cycle paths in Kings Lynn and West Norfolk and includes:

- Expressed demand.
- Displaced demand.
- Latent and unmet demand.
- Future demand.

15.4.2 Expressed demand

Because use of footpaths and cycle paths in Kings Lynn and West Norfolk is free of charge and therefore 'unmetered', assessments of local demand are based upon a combination of national participation figures and trends and local data from Sport England's 'Active Lives' survey.

- ***Cycling:*** The number of adults aged 16 and over cycling at least twice a month for leisure and sport nationally is around 6,170,000 people, and around 3,116,000 cycled for travel. Over 60% of the cycling for leisure and sport and about 70% of cycling for travel was by men. The rates of participation have fallen slightly since 2015.

- **Walking:** The number of adults walking for leisure at least twice a month in the period up to November 2018 was around 19,069,000 and the walking for travel figure was 14,914,500. Both have seen an increase since 2015. Slightly more women than men walk for both leisure and travel. The Ramblers Association has published the following figures on walking for leisure:
 - Around 63% of English adults walk for leisure at least once a year, and around 20 million people say they walk for leisure at least once a month (National Transport Survey (NTS), 2017).
 - 38% of English adults have used a 'strategic recreational route' such as a National Trail or long-distance path in the past year (NTS 2017).
 - Walking is the joint most popular activity (along with eating out) for people taking days out in England, and the most important reason for 18% of the 3.6 billion trips per year. It is the main activity on 36% of countryside and 33% of seaside visits (Natural England, 2016).
 - Of 386.1million trips on the National Cycle Network per year, 191.4million, or around half, are on foot (Sustrans, 2018).
 - A third of adults in Britain say walking for more than 10 minutes is their only form of exercise in a typical month (Office of National Statistics, 2016).

Natural England has identified the demands of different user groups as follows:

- **Local walkers:** Paths of 1.4km to 1.8km in length to complete a walk of 30 minutes duration to support the target for 150 minutes per week of moderate exercise.
- **Recreational walkers and runners:** This user group requires a much greater distance than 2.4km in a typical walk and most require a circular route. Linear routes that are connected by public transport are also useful.
- **Cyclists:** Cyclists need routes of 7km to 8km for a 30 minute ride and 15.5km for an hour's ride.

15.4.3 Displaced demand

Displaced demand relates to activity from within the study area which takes place outside of the area, or vice versa. There are around 482,000 staying tourist visitors per annum and around 7.8 million day visitors each year in Kings Lynn and West Norfolk. A high proportion of these visitors use the footpaths and cycle paths network, which therefore makes a significant contribution to the tourism offer.

15.4.4 Unmet demand

Unmet demand takes a number of forms:

- Clubs may have access to a facility for matches but nowhere to train or vice versa.
- Some facilities may be unavailable to the community.

- The poor quality and limited capacity of facilities and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

There is some evidence of unmet demand for footpaths and cycle paths in Kings Lynn and West Norfolk at present, with some discontinuities in the network.

15.4.5 Latent demand

Whereas unmet demand is known to currently exist latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is no evidence of any latent demand for footpaths and cycle paths in Kings Lynn and West Norfolk.

15.4.6 Future demand

This has been assessed as follows:

- **Participation rates:** One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. Sport England's 'Active Lives' survey has recorded national adult (aged 16+) participation rates in the activities that use footpaths and cycle paths between 2015 and 2023 as follows:

Table 161: 'Active Lives' survey: National walking and cycling participation rates 2015 - 2023

Activity	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
Walking	41.2%	41.6%	42.4%	44.9%	47.6%	52.6%	49.7%	48.9%	+7.7%
Cycling	10.3%	10.4%	9.6%	9.5%	12.6%	11.1%	9.6%	8.9%	-1.4%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 162: 'Active Lives' survey: Kings Lynn and West Norfolk participation rates 2015 - 2024

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	74.8%	-3.7%

- **Population growth:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

15.4.7 Key findings on demand

The key findings on demand are as follows:

- Footpaths and cycle paths are well-used in Kings Lynn and West Norfolk, with evidence of significant imported demand from tourists and day visitors and some unmet demand due to discontinuities in the network.
- Future demand patterns are likely to increase, based on participation trends and this is likely to be further supplemented by projected population increases.

15.5 Footpaths and Cycle Paths Supply

15.5.1 Introduction

This section summarises the detail of footpaths and cycle paths in Kings Lynn and West Norfolk. Footpaths and cycle paths are defined as public rights of way and permissive access that provide for walking and cycling.

15.5.2 Long distance footpaths

Table 163: Long distance footpaths in Kings Lynn and West Norfolk

<i>Footpath</i>	<i>Description</i>
Peddars Way	The Peddars Way starts in Suffolk at Knettishall Heath Country Park and follows the route of a Roman road for 49 miles to Holme-next-the-Sea, meeting the Norfolk Coast Path at Holme-next-the-Sea.
Norfolk Coast Path	The Norfolk Coast Path provides 84 miles of walking from Hunstanton to Hopton-on-Sea.
Fen Rivers Way	The Fen Rivers Way runs for nearly 50 miles between Cambridge and Kings Lynn and traces the course of rivers that drain slowly across the Fens into the Wash.
Nar Valley Way	34-mile-long walk, running from King's Lynn to the Museum of Rural life at Gressenhall. It links with other long-distance routes, the Wash Coast Path at King's Lynn and the Peddars Way at Castle Acre.
Sir Peter Scott Walk	The walk follows the old sea bank along the Wash from Kings Lynn for 13.5 miles to the Peter Scott lighthouse at Sutton Bridge, Lincolnshire.

15.5.3 Long distance cycle paths

Table 164: Long distance cycle paths in Kings Lynn and West Norfolk

<i>Cycle path</i>	<i>Description</i>
National Cycle Network Route 1	Wisbech - Kings Lynn - Hunstanton - Burnham Overy
National Cycle Network Route 11	Ten Mile Bank - Downham Market - Kings Lynn
Rebellion Way	Castle Acre - Kings Lynn - Hunstanton

15.6 Quality

The 'Norfolk Access Improvement Plan 2018 - 2028' (2018) identifies that in terms of quality of footpaths and cycle paths, 'walkers are relatively well-catered for and off-road cyclists and horse riders are supported wherever possible. However, there are still issues with:

- Poor maintenance (vegetation not cut enough, uneven surfaces, muddy paths).
- Safety (primarily from motor traffic).
- Obstructions (locked gates, barbed wire fences).
- Poor continuity and connectivity of cycle and bridle routes.
- Poor signposting/waymarking.
- Limited opportunities for people with disabilities.
- Lack of good information for infrequent users to encourage them to go on to the network'.

15.6 Accessibility

A map of the long-distance routes in the borough is overleaf. The footpaths and cycle paths network in Kings Lynn and West Norfolk provides good accessibility to the whole population of the borough.



15.7 Availability

All footpaths and cycle paths are freely available at all times.

15.8 Key findings on supply

The key findings are as follows:

- In addition to the public rights of way network, there are five designated long-distance walking routes and two designated cycling routes in Kings Lynn and West Norfolk.

- There are some quality issues, particularly relating to disabled access.
- The whole population of the borough is within easy reach of the rights of way network.
- Access to all footpaths and cycle paths is free-of-charge.

15.9 Changes since 2023

There have been no significant changes in supply and demand for footpaths and cyclepaths in the borough since 2023.

15.10 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which footpaths and cyclepaths in Kings Lynn and West Norfolk contribute to shared strategic outcomes is as follows:

- Footpaths and cycle paths provide a network of local routes that facilitate exercise and physical activity, supported by local programmes such as West Norfolk Walking for Health.
- The 'Norfolk Access Improvement Plan 2018 - 2028' (2018) estimates that the value of the rights of way network in the county as a whole to the visitor economy is £12,477,576 per annum. The health benefits of the network, including exercise, mental health and wellbeing is valued at £170,355,000 per annum.
- With an ageing population, accessible provision that provides local opportunities to exercise at different levels of intensity will become increasingly valuable.

15.11 The balance between footpaths and cycle paths supply and demand

Four criteria have been assessed to evaluate the balance between footpaths and cycle paths supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough footpaths and cycle paths with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the footpaths and cycle paths fit for purpose for the users now and in the future?
- **Accessibility:** Are the footpaths and cycle paths in the right physical location for the users now and in the future?
- **Availability:** Are the footpaths and cycle paths available for those who want to use them now and in the future?

15.12 Quantity

15.12.1 Current needs

Current provision of walking and cycling trails in Kings Lynn and West Norfolk are assessed to be adequate to meet current needs, given that there is sufficient existing capacity to accommodate all demand.

15.12.2 Future needs

Future demand patterns are likely to be similar to current levels based on participation trends, but the lower population growth projections will create a requirement for 2.2% additional capacity by 2040, whilst the higher population growth projections will create a requirement for 12.8% additional capacity by 2040. In both cases, the existing network should have sufficient capacity to meet the extra demand.

15.13 Quality

15.13.1 Current quality

There are some current issues with:

- Poor maintenance (vegetation not cut enough, uneven surfaces, muddy paths).
- Safety (primarily from motor traffic).
- Obstructions (locked gates, barbed wire fences).
- Poor continuity and connectivity of cycle and bridle routes.
- Poor signposting/waymarking.
- Limited opportunities for people with disabilities.
- Lack of good information for infrequent users to encourage them to go on to the network'.

15.13.2 Future quality

The current quality issues with the footpaths and cycle paths network will need to be addressed to ensure that provision is fit-for-purpose in the future.

15.14 Accessibility

15.14.1 Current accessibility

The footpaths and cycle paths network in Kings Lynn and West Norfolk provides good accessibility to the whole population of the borough.

15.14.2 Future accessibility

It is reasonable to assume that current accessibility will be maintained in the future.

15.15 Availability

15.15.1 Current availability

All footpaths and cycle paths are freely available at all times.

15.15.2 Future availability

It is reasonable to assume that similar availability will apply in the future.

15.16 The options for securing footpaths and cycle paths capacity

The options for securing existing footpaths and cycle paths capacity to meet current and future needs are as follows:

15.16.1 Protect

Protecting existing footpaths and cycle paths through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing routes, unless the loss of a route would involve its replacement with a route of at least the equivalent distance, quality and accessibility.

15.16.2 Provide

It opportunities arise to provide additional links within, and connections to the existing network, there is a case for making locally-accessible provision in any major new housing developments.

15.16.3 Enhance

Enhancing existing footpaths and cycle paths capacity by:

- Improving maintenance.
- Improving safety.
- Removing obstructions.
- Improving continuity and connectivity of cycle and bridle routes.
- Improving signposting/waymarking.
- Enhancing opportunities for people with disabilities.
- Providing information for infrequent users to encourage them to go on to the network

15.17 Action Plan

The table below set out the action plan for footpaths and cycle paths to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and the staffing necessary to undertake the work required to pursue the actions.

Table 165: Key strategic actions for footpaths and cycle paths in Kings Lynn and West Norfolk

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing footpaths and cycle paths	Consider including a policy in the Local Plan to protect all existing footpaths and cycle paths.	KL&WNBC	-	-	High
Network improvements.	Work with landowners to improve the network with the addition of permissive routes to provide better connectivity.	KL&WNBC	Landowners	-	High
Route quality improvements	Work with landowners to address quality issues.	KL&WNBC	Landowners	-	High

16 APPLYING AND REVIEWING THE STRATEGY

16.1 Introduction

This section identifies the applications of the Kings Lynn and West Norfolk PPS and the mechanisms for reviewing it to ensure that it remains robust and up-to-date.

16.2 Study applications

The success of the PPS will be determined by how it is used. While the use of the PPS should be led by Kings Lynn and West Norfolk Borough Council, its application and delivery should be the responsibility of the project steering group involving other key local stakeholders including Sport England and the governing bodies of the pitch sports. The PPS has a number of applications:

16.2.1 Sports development planning

The PPS can be applied to help:

- Highlight, justify and make the case for sports development activities with particular sports, groups and clubs and in particular areas.
- Identify current and future trends and changes in the demand for individual sports and how they are played.
- Inform the work, strategies and plans of sporting organisations active in the area.
- Advocate the need to work with specific educational establishments to secure community use of their site(s).
- Develop and/or enhance school club links by making the best use of school sites where they have spare capacity and are well located to meet demand.

16.2.2 Planning policy

The PPS can be applied to help:

- Develop new, and review the effectiveness of existing, local planning policy (e.g. Local and Neighbourhood Plans) in line with the National Planning Policy Framework (NPPF).
- The implementation of local planning policy to meet the needs of the community in line with the NPPF.

16.2.3 Planning applications

The PPS can be applied to help:

- Inform the development of planning applications which affect existing and/or proposed new sports facilities provision.

- Inform pre-application discussions to ensure any subsequent planning applications maximise their benefit to sport and are developed in line with national and local planning policy.
- Sports clubs and other organisations provide the strategic need for development proposals thereby potentially adding support to their application(s) and saving them resources in developing such evidence.
- The Council to assess planning applications affecting existing and/or proposed new playing pitch provision in line with national and local planning policy.
- Sport England and other parties respond to relevant planning application consultations.

The PPS can also be applied to help the Council to meet other relevant requirements of the NPPF including:

- Taking account of and supporting local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
- Delivering the social, recreational, cultural facilities and services the community needs.
- Planning positively for the development and infrastructure required in the area to meet the objectives, principles and policies of the framework.
- Working with public health leads and health organisations to understand and take account of the health status and needs of the local population, including expected future changes, and any information about relevant barriers to improving health and well-being).

16.2.4 Community Infrastructure Levy

The PPS can be applied to help:

- Advocate the need for playing pitch provision to be taken into account when the local authority is developing and/or reviewing an approach to CIL contributions and the wider benefits of doing so (e.g. improving health and wellbeing).
- Provide prioritised infrastructure requirements for playing pitch provision including deliverable sport, area and site-specific projects with costings (where known).

16.2.5 Funding bids

The PPS can be applied to help:

- Provide the evidence base and strategic need to support funding bids by a range of parties to a variety of potential funding sources.
- Inform potential bidders of the likely strategic need for their project.

16.2.6 Facility and asset management

The PPS can be applied to help:

- Ensure a strategic approach is taken to the provision and management of playing pitches.
- Inform the current management, strategies and plans of playing pitch providers e.g. the Council, leisure trusts and educational establishments.
- Share knowledge of how sites are managed and maintained, the lessons learnt and good practice.
- Highlight the potential of asset transfers and ensure any proposed are beneficial to all parties.
- Provide additional protection for particular sites over and above planning policy, for example through deeds of dedication.
- Resolve issues around security of tenure.

16.2.7 Public health

The PPS can be applied to help:

- Understand how the community currently participates in sport, the need for playing pitches and how this may evolve.
- Raise awareness of and tackle any barriers to people maintaining and increasing their participation.
- Highlight and address any inequalities of access to provision within the study area.
- Provide evidence to help support wider health and well-being initiatives.

16.2.8 Co-ordinating resources and investment

The PPS can be applied to help:

- Raise awareness of the current resources and investment (revenue and capital) going into the management, maintenance and improvement of playing pitch provision.
- Co-ordinate the current and any future resources and investment to ensure the maximum benefit to sport and that value for money is secured.
- Ensure the current and any future resources and investment are complimentary and do not result in their inefficient use.

16.2.9 Capital programmes

The PPS can be applied to help:

- Provide the evidence base to justify the protection and investment in playing pitch provision.
- Influence the development and implementation of relevant capital programmes (e.g. school refurbishment and new build programmes).

16.3 Monitoring delivery

A process should be put in place to ensure regular monitoring of how the recommendations and action plan are being delivered. This monitoring should be led by Kings Lynn and West Norfolk Borough Council and supported by all members of, and reported back to, the steering group. Understanding and learning lessons from how the PPS has been applied should also form a key component of monitoring its delivery.

16.4 Keeping the Study robust and up-to-date

Along with ensuring that the PPS is used and applied, a process should be put in place to keep it robust and up to date. This will expand the life of the PPS, providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions.

Sport England advocates that the PPS should be reviewed on a regular basis from the date it is formally signed off by the steering group. This will help to maintain the momentum and commitment built up when developing the PPS. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

The reviews should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the PPS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

Ploszajski Lynch
Consulting Ltd.



Kings Lynn and West Norfolk
Borough Council

Sports Facilities Strategy
First Review

June 2025

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1 INTRODUCTION

1.1 Introduction

In 2022, Kings Lynn and West Norfolk Borough Council (KLWNBC) appointed Ploszajski Lynch Consulting Ltd. (PLC) to update Sports Facilities and Playing Pitch Strategies for the Borough. The study covers:

- Indoor sports and active recreation facilities.
- Playing pitches and outdoor sports facilities.
- Informal/casual outdoor active recreational opportunities.

This document comprises an updated assessment of indoor sports facilities needs in 2025.

1.2 The rationale for the strategy

1.2.1 Purpose

The Council produced a Sports Facilities Strategy since 2011 and a Playing Pitch and Outdoor Facilities Strategy in 2023. Following Sport England guidance on the need for regular reviews, it therefore now requires an update of both documents to help shape the future of leisure provision for West Norfolk. The future need assessments have been extended from 2036 in the original strategy, to 2040, to conform with the new Local Plan period.

1.2.2 Benefits

The benefits of the strategy update are as follows:

- ***The case for facilities developments:*** The Council has a number of sports projects at concept stage and the need and demand for these will be determined by the results of this strategy.
- ***The Local Plan: The Local Plan/ Neighbourhood Plans:*** The strategy documents will form part of the evidence base for the Local Plan review and/or emerging Neighbourhood Plans, which will enable the Borough Council and Town/Parish Councils to:
 - Include evidence-based policies on the provision and retention of sports facilities in the Borough.
 - Identify the additional sports facilities needs arising from new development.
 - Compile a charging schedule for developer contributions to fund additional facilities provision.
- ***Health and wellbeing:*** Facilities needs will be related to local health and wellbeing priorities and the delivery of sport and physical activity programmes.

- **Stakeholder engagement:** Sports facilities and pitch provision is a ‘mixed economy’ involving the public sector (KL&WNBC, schools and town/parish councils), the voluntary sector (sports clubs and associations) and the commercial sector (fitness gyms). The strategy compilation process (which is covered in more detail below) involved engagement with all providers (and the umbrella organisations that represent them like Sport England, Active Norfolk and the governing bodies of sport), so has identified who is best placed to deliver the established needs.
- **External funding bids:** All bids for external funding for sports facilities and pitch provision will involve demonstrating the strategic priority of the proposed developments, so the strategy documents will provide the basis for this.
- **Tourism and the visitor economy:** The visitor economy in West Norfolk is estimated to be worth around £496 million to the wider economy. Around 482,000 staying visitors spend an estimated £111 million per annum. Around 7.8 million day visitors spend around £300 million. The visitor economy supports around 17% of jobs in the economy. Sports facilities such as the Oasis Pool in Hunstanton and some coastal water sports provision make a significant contribution to the tourism offer and the update will address these needs in addition to those of the resident population.

1.3 The study brief

The study brief states that the project should culminate with the production of an updated Sports Facilities and Playing Pitch Strategy for West Norfolk considering short, medium and long term requirements and accounting for the West Norfolk Local Plan which runs to 2040. The plan should also consider the geography of the borough and the rurality and population demographic. In doing so, the assessment considers the following questions:

- What is the overall picture across West Norfolk in terms of the quantity of sports provision?
- What is the overall picture across West Norfolk in terms of the quality, accessibility, and sustainability of sports provision?
- What is the overall picture for West Norfolk in terms of disability sport and inclusive facilities, considering if demand for facilities is being met?
- Which geographical areas have poor access to sports facilities?
- How much informal and formal community use and security of community access is there to educational sites?
- Are there facilities which complement the natural environment and features of West Norfolk and is there demand for them?
- Is there a need to develop new standards for provision for sports facilities and pitches?

The study assesses need at a boroughwide, sub-area (north, central and south) and site-specific level and takes account of facilities in neighbouring areas that serve the needs of the Borough’s population.

1.4 The scope of the strategy

The indoor sports facilities included in the Strategy are:

- Sports halls.
- Swimming pools.
- Health and fitness facilities.
- Squash courts.
- Indoor tennis facilities.
- Indoor bowls facilities.
- Gymnastics facilities.
- Village and community halls.

1.5 The study methodology

The methodology for the study follows the ‘Assessing Needs and Opportunities Guidance’ (2014) approach (ANOG), developed by Sport England. The process involves two parts and three stages as follows:

- **Part One** - Undertaking the assessment.
 - **Stage A:** Prepare and tailor the assessment.
 - **Stage B:** Gather information on supply and demand.
 - **Stage B:** Bring the information together.
- **Part Two - Stage C:** Applying the assessment.

1.6 Strategy format

This structure of the document is as follows:

- Assessing sports facilities needs in Kings Lynn and West Norfolk.
- The local context for facilities provision.
- Strategic influences on facilities provision.
- Sports halls.
- Swimming pools.

- Health and fitness facilities.
- Squash courts.
- Indoor tennis facilities.
- Indoor bowls facilities.
- Gymnastics facilities.
- Village and community halls.
- Policies and recommendations.
- Applying and reviewing the strategy.

2 ASSESSING SPORTS FACILITIES NEEDS IN KINGS LYNN AND WEST NORFOLK

2.1 Introduction

This section explains the basis upon which the current sports facilities needs in Kings Lynn and West Norfolk have been identified, along with the approach for identifying the additional provision that will be needed as a result of population growth.

The methodology applied to assess the needs and opportunities for sports facilities follows Sport England's recommended approach, advocated in *'Assessing Needs and Opportunities Guidance'* (2014). It also takes account of Sport England's *'Strategic Outcomes Planning Guidance'* (2020).

2.2 Preparing and tailoring the approach

KL&WNBC convened a project steering group led by officers from leisure, planning, green spaces, grounds maintenance, public health, tourism and economic development and involving advice from Sport England and the relevant governing bodies of sport to devise:

- The vision and objectives of the review of sports facilities in the borough.
- The scope of the exercise, including the types of facilities to include, the geographical scope and the overall timeframe for the assessment.
- The local and wider strategic context.
- The project management arrangements for the study.

A project brief was produced, approved and signed-off to complete Stage A of the process.

2.3 Assessing sports facilities supply

The assessment of sports facilities supply at Stage B of the study involved four main elements:

- **Quantity:** Establishing what facilities there are in the borough, with details of their dimensions, technical information like playing surfaces and floodlighting. This included consideration of facilities not currently in use, those not available to the community and significant provision in neighbouring areas that serves some needs of Kings Lynn and West Norfolk residents and visitors.
- **Quality:** Auditing the quality of facilities. This involved assessing each facility in terms of its condition (its age, appeal, fabric and ancillary provision like changing and car parking - factors that will influence its attractiveness to users) and fitness for purpose (its technical specifications and ability to accommodate an appropriate standard of play).
- **Accessibility:** Determining spatial distribution of provision in the borough by GIS mapping of each facility type, including catchment analysis appropriate to the scale and role of each facility.

- **Availability:** Identifying how much each facility is used, whether there is any existing spare capacity and if there is any scope to increase capacity. This involved consideration of programming and usage data, opening times and pricing levels, which was secured through consultation with facility providers and operators.

The information was collated and analysed in a facilities supply report, which was evaluated and approved by the project steering group.

2.4 Assessing sports facilities demand

The assessment of sports facilities demand at Stage B of the study involved five main elements:

- **Local population profile:** Establishing the local demography, including the size, age profile, affluence/deprivation, health indices and growth projections.
- **Sports participation:** Identifying local sports participation characteristics, through analysing the results of Sport England's 'Active Lives' survey, local facilities usage figures and a survey of local clubs to establish membership patterns and trends.
- **Unmet, displaced and future demand:** In addition to current expressed demand, analysis of unmet (demand which exists but cannot currently be satisfied), displaced (demand from within the borough that is satisfied elsewhere) and future demand (based on projected population and participation increases) was identified.
- **Local participation priorities:** Establishing any local priorities for the use of sports facilities, such as those relating to corporate health and well-being policies.
- **Sport-specific priorities:** Determining through consultation with Active Norfolk, the governing bodies of sport and a local sports clubs survey, whether there are any sport-specific priorities for Kings Lynn and West Norfolk.

The information was collated and analysed in a facilities demand report, which was evaluated and approved by the project steering group.

2.5 Assessing the balance between sports facilities supply and demand

To complete Stage B of the process, the supply and demand information was brought together for each type of facility to establish:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs?
- **Quality:** Are the facilities fit for purpose for the users?
- **Accessibility:** Are the facilities in the right physical location for the users?
- **Availability:** Are the facilities available for those who want to use them?

Where appropriate for some types of facility, the assessment included the use of Sport England planning tools, in particular the Sports Facility Calculator (SFC). The SFC has been developed by Sport England to help local planning authorities quantify how much additional demand for three key community sports facilities (swimming pools, sports halls and indoor bowls) is generated as a result of new growth linked to specific development locations

2.6 Applying the assessment - Developing the strategy

The results of the assessment has been applied to produce a Sports Facilities Strategy for the borough, which includes:

- **Options for provision:** The options for meeting current and future facilities needs were identified under Sport England's recommended headings of 'Protect', 'Provide' and 'Enhance'.
- **Policy recommendations:** Arranged under the headings of 'Protect', 'Provide' and 'Enhance', planning policy recommendations were developed to ensure that the implementation of the strategy will be supported by the provisions of the Local Plan.

2.7 Keeping the Assessment robust and up-to-date

Sport England advocates that the SFS should be reviewed on an annual basis from the date it is formally signed off by the steering group. Along with ensuring that the strategy is used and applied, the process to keep it robust and up to date will expand the life of the strategy, providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions. Taking into account the time to develop the SFS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

The review should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the SFS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

2.8 Sources of information

Information was gathered throughout the process from a wide range of consultees including:

- **Sport England:** Guidance on the assessment methodology.
- **Kings Lynn and West Norfolk Borough Council:** Consultation with officers from leisure, policy planning, grounds maintenance, public health, tourism and economic development.

- **Other local sports facilities providers:** Consultation with organisations such as local sports clubs and commercial health and fitness operators on usage levels and spare capacity.
- **Neighbouring local authorities:** Information on their sports facilities assessments and the impact of any cross-border issues was obtained from Breckland District Council, North Norfolk District Council, South Holland District Council, Fenland District Council, East Cambs District Council and West Suffolk Council
- **Active Norfolk:** Information on local and wider strategic priorities.
- **National Health Service:** The NHS Norfolk and Waveney Integrated Care Board and the West Norfolk Health and Wellbeing Partnership provided information on links with sport and physical activity.
- **Governing bodies of sport:** Information on local and wider strategic priorities and local supply and demand information.
- **Sports clubs:** Information on sports facilities provision and use, current and future needs and opinions on quality, which was submitted via an on-line survey.
- **Schools:** Information on sports facilities provision and use, plus attitudes towards community use, which was submitted via an on-line survey.
- **Town and parish councils:** Information on sports facilities provision and use, current and future needs and opinions on quality, which was submitted via an on-line survey.
- **Local residents:** Views and aspirations on local sports facilities provision, which was submitted via the Council's website.

2.9 Summary

Assessing sports facilities needs in Kings Lynn and West Norfolk using the approach advocated by Sport England in its '*Assessing Needs and Opportunities Guidance*' and '*Strategic Outcomes Planning Guidance*' has ensured that the exercise is both robust and evidence-based and as a result complies with the provisions of the Government's national planning policy framework.

3 THE LOCAL CONTEXT FOR FACILITIES PROVISION

Key findings:

- ***An elderly and ageing population:*** The borough has an elderly age profile and demographic change by 2040 will see a significant increase in the proportion of people aged over 50. Since sport and physical activity rates typically decline with age, the market for local sports facilities will evolve accordingly.
- ***Population growth:*** The ONS 2018 sub-national population projections increase of 4,750 (or 3.1%) over the period 2021 to 2040. If housing targets are met, population growth could be as high as 25,000 (or 12.6%). This will increase demand for facilities for sport and physical activity.
- ***Overall sports participation rates:*** Local participation rates in sport and physical activity are low and have fallen over the past eight years (based upon Sport England's 'Active Lives' survey) and they are well below the respective national, regional and county figures.
- ***Facilities supply:*** Sports facilities are provided by a mosaic of owners and operators from the public, voluntary and commercial sectors, which highlights the need for and benefits of a strategic approach to co-ordinating provision.

3.1 Introduction

This section identifies the context within which sports facilities provision is made in Kings Lynn and West Norfolk.

3.2 Background

3.2.1 Location

Kings Lynn and West Norfolk borough covers approximately 556 square miles, which makes it the thirteenth largest authority area in England. The council area shares boundaries with six local authorities across four counties. These are Breckland District Council and North Norfolk District Council from Norfolk, South Holland District Council from Lincolnshire, Fenland District Council and East Cambs District Council from Cambridgeshire and West Suffolk Council.

3.2.2 Settlement pattern

King's Lynn is the major settlement in the area with a population of 42,800. The remainder of the population is spread across a network of small villages and market towns. Downham Market at 10,000 is the largest town in the south of the borough. To the north the largest settlement is the seaside town Hunstanton at 4,300 residents. Other larger settlements like Dersingham, Heacham, Terrington St Clements, Upwell/Outwell are of similar size and population. There are 102 parishes in the borough.

The replacement Local Plan review, which will cover a period of 15 years ahead, proposes a focus for growth along the A10/ Main Rail Line corridor, specifically at King's Lynn, Downham Market and the Growth Key Rural Service Centres of Marham and Watlington. Other significant growth is proposed east of Wisbech (Walsoken Parish) and at Hunstanton.

3.2.3 Transport links

Road links to and through the borough include the A10, which links Kings Lynn and Downham Market with to the south, the A17, which links Kings Lynn to the west, the A47, which links Kings Lynn to Wisbech and Norwich and the A148 which links to Fakenham and Cromer. A north-south rail line links the Kings Lynn and Downham Market with London via Ely and Cambridge.

3.2.4 Tourism and the visitor economy

The visitor economy in West Norfolk is estimated to be worth around £496 million to the wider economy. Around 482,000 staying visitors spend an estimated £111 million per annum. Around 7.8 million day visitors spend around £259 million. The visitor economy supports around 17% of jobs in the economy. Sports facilities such as the Oasis Pool in Hunstanton make a significant contribution to the tourism offer.

3.3 Demography

3.3.1 Current population

The 2021 census data for Kings Lynn and West Norfolk indicates 154,300 residents. This represents an increase of 6,849 people (4.6% growth) since the 2011 Census figure of 147,451.

3.3.2 Age structure

Analysis of the 2021 census data shows that Kings Lynn and West Norfolk has a relatively elderly age profile compared with both Norfolk and England. The average age of residents of the borough is 48.4 years, compared with a national average of 43.1 years.

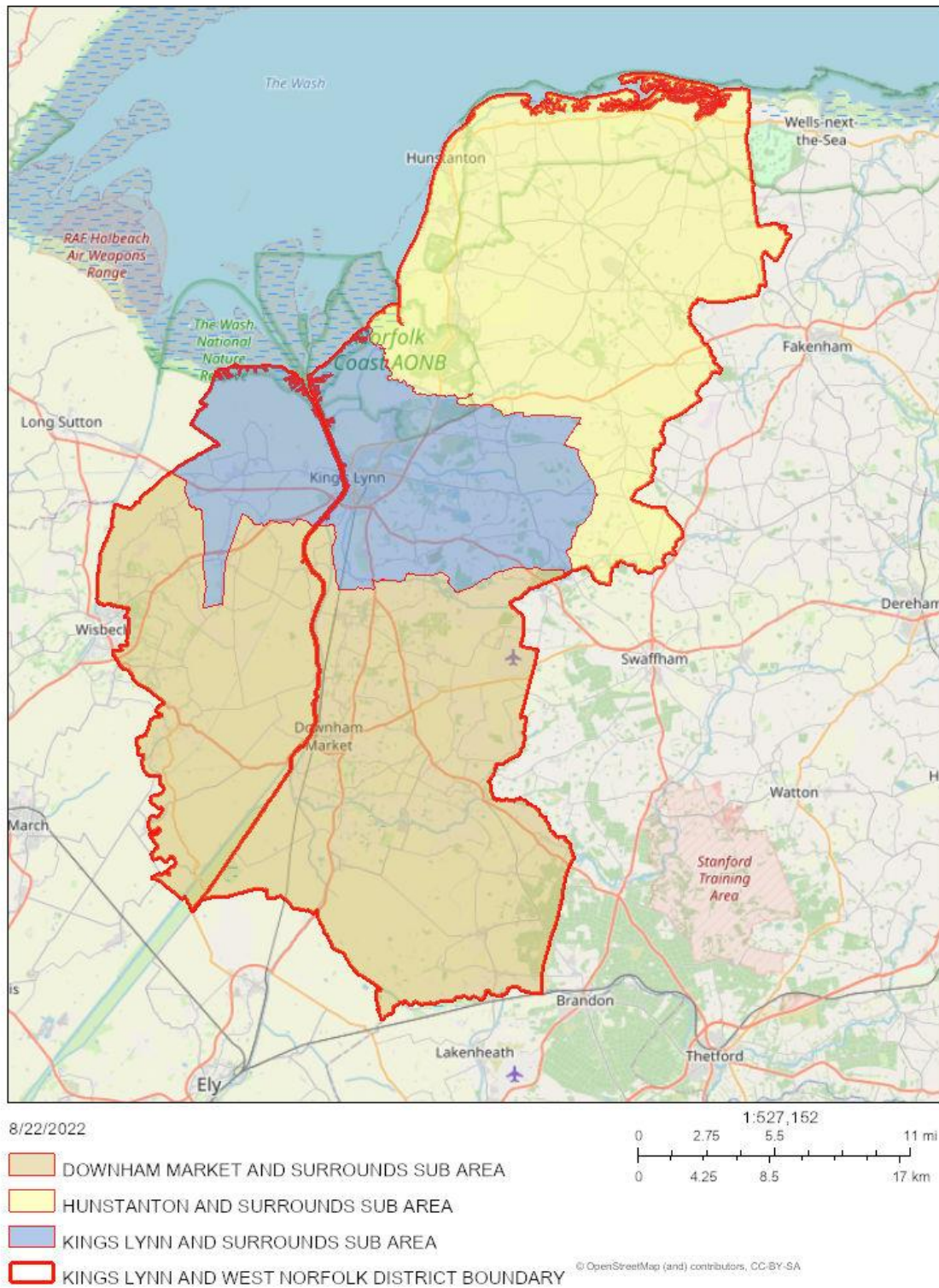
Table 1: Kings Lynn and West Norfolk Age Structure

Age	<i>Kings Lynn and West Norfolk No.</i>	<i>Kings Lynn and West Norfolk %</i>	<i>Norfolk %</i>	<i>England %</i>
0-14	24,000	15.6%	15.2%	17.4%
15-24	14,400	9.3%	10.7%	11.7%
25-49	43,400	28.1%	29.1%	33.0%
50-64	32,600	21.1%	26.6%	19.4%
65+	39,900	25.9%	24.4%	18.4%
Total	154,300	100.0%	100.0%	100.0%

3.3.3 Sub-areas

The borough can be divided into sub-areas, to assist with analysing provision at a more local level and in particular to assess the differential spatial impact on supply and demand for sports facilities arising from housing growth. Three areas have been selected on the basis that they comprise discrete areas within which the resident population will typically look to access provision like sports facilities on a relatively local basis.

KINGS LYNN & WEST NORFOLK SUB AREAS



The sub-area ward populations are based upon ONS 2019 small-area estimates and are as follows:

Table 2: Kings Lynn and West Norfolk sub-areas

<i>Sub-area</i>	<i>Wards</i>	<i>Ward Population 2020</i>	<i>Sub-area Population 2020</i>
Hunstanton and surrounds	Bircham with Rudhams	2,645	28,316
	Brancaster	2,256	
	Burnham Market and Docking	2,520	
	Dersingham	5,807	
	Heacham	5,197	
	Hunstanton	4,189	
	Massingham with Castle Acre	3,094	
	Snettisham	2,608	
Kings Lynn and surrounds	Clenchwarton	2,705	67,643
	Fairstead	6,930	
	Gayton and Grimston	5,700	
	Gaywood Chase	2,903	
	Gaywood Clock	3,300	
	Gaywood North Bank	7,746	
	North Lynn	6,701	
	South and West Lynn	5,399	
	Springwood	3,426	
	St. Margaret's with St. Nicholas	5,285	
	Terrington	5,857	
	The Woottons	6,816	
	West Winch	4,875	
Downham Market and surrounds	Airfield	6,128	55,286
	Denver	2,381	
	Downham Old Town	3,344	
	East Downham	3,165	
	Emneth and Outwell	4,883	
	Feltwell	5,814	
	Methwold	2,814	
	North Downham	2,425	
	South Downham	2,135	
	Tilney, Mershe Lande and Wiggshall	4,919	
	Upwell and Delph	6,155	
	Walsoken, West Walton and Walpole	5,762	
	Watlington	2,717	
	Wissey	2,644	

3.3.4 Population growth

The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Comparison of the 2021 census data with the 2018 sub-national population projections for 2040 shows that the percentage of people aged under 50 falls from 53.0% to 48.0%, with proportion population increases amongst the over 50s.

Table 3: Kings Lynn and West Norfolk Population Projections to 2040

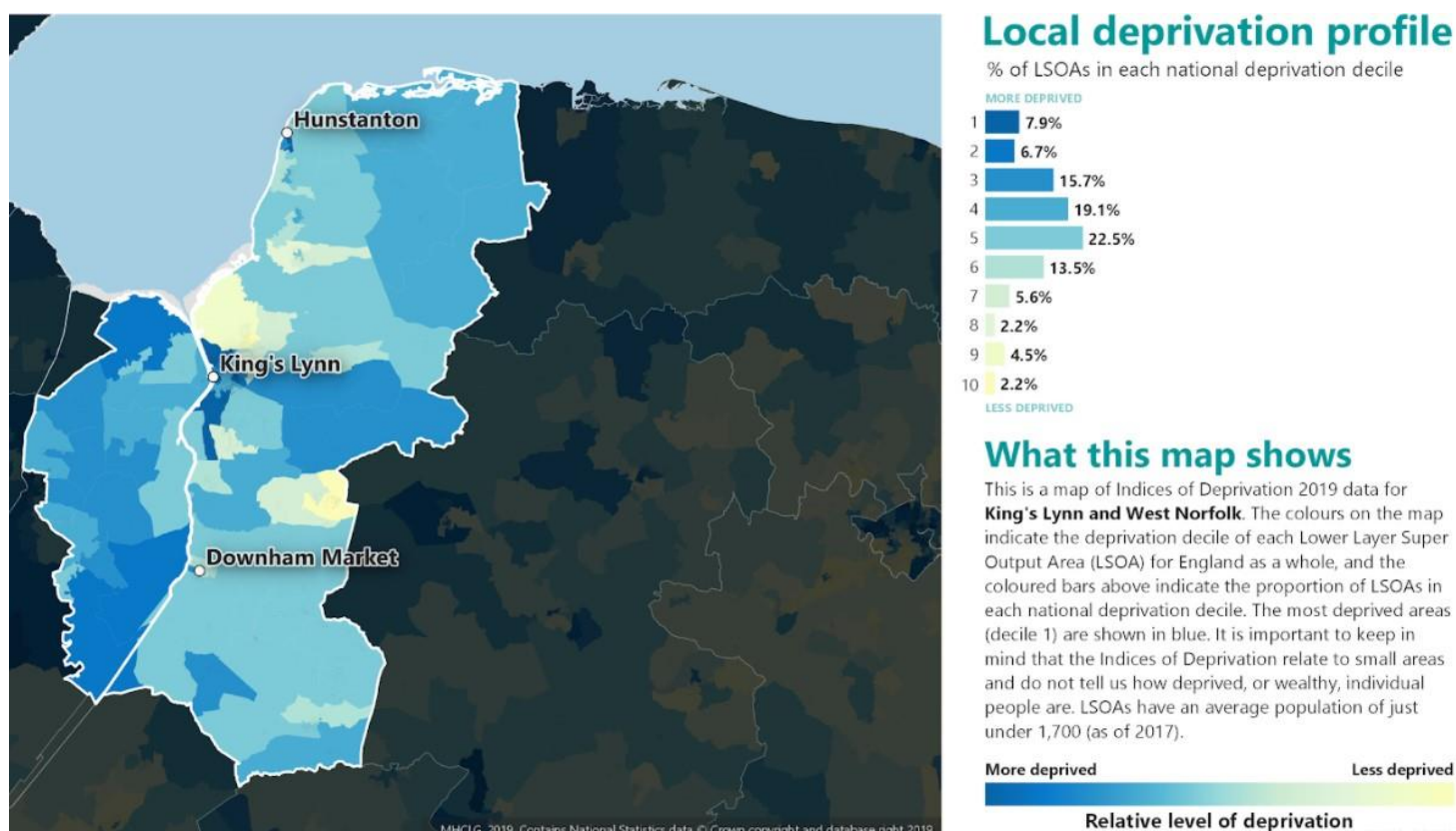
Age	Population 2021	% 2021	Population 2040	% 2040
0-14	24,000	15.6%	22,736	14.3%
15-24	14,400	9.3%	14,690	9.2%
25-49	43,400	28.1%	38,974	24.5%
50-64	32,600	21.1%	30,339	19.1%
65+	39,900	25.9%	52,311	32.9%
Total	154,300	100.0%	159,050	100.0%

3.3.5 Housing needs

The location of population growth will be determined to a large extent by housing development allocations. The Local Plan (submission Plan, para 2.1.3) specified a Local Housing Need (LHN) for 554 dwellings per year (8,085 dwellings over the next 15 years). At an average of 2.3 people per dwelling this would amount to a population increase of approximately 25,000, which is significantly more than the ONS projection. This would take the population in 2040 to 179,300, a 16.2% from 2021.

3.3.6 Deprivation

The English Indices of Deprivation (2019) show that the borough is ranked 73 out of 317 local authority areas in England on a range of deprivation issues. 14.6% of the population live in Lower Super Output Areas that are amongst the 20% most deprived in the country. These areas are mostly concentrated in the urban parts of the borough. Average weekly earnings in the borough are low at £558 compared with the regional average of £629 and national average of £613.



3.3.7 Ethnicity

Figures from the 2011 census reveal that a low proportion of King's Lynn and West Norfolk's population identifies themselves as from the Black and Minority Ethnic groups - only 7.4% compared to the England average of 14.6%.

3.3.8 Health

Local health indices recorded in Public Health England's *Health Profile for Kings Lynn and West Norfolk* (2019) show that in general the health of people in the borough is around the average for England as a whole, although:

- Life expectancy at birth in the borough is 0.1 years shorter for men and 0.4 years shorter for women than the respective national averages. However, life expectancy is 7.4 years lower for men and 1.2 years lower for women in the most deprived areas of the borough than in the least deprived areas.
- The prevalence of obese children aged 10-11 years is 21.5%, compared with 21.0% nationally.
- 62.8% of the adult population of the borough is classified as overweight or obese the same as the national average.

3.4 Disability

The Public Health Profile for Kings Lynn and West Norfolk identifies that the proportion of people in the borough reporting that they have a limiting long-term illness or disability is 21.3%, compared with 17.6% nationally. Based on the borough's population of 154,300 this equates to 32,866 people.

People with disabilities have significantly higher levels of inactivity than the population as a whole, 43% compared with the national figure of 23%.

According to the National Disability Survey 2021 Over a quarter of disabled respondents often had difficulty accessing public buildings, whilst one in three disabled respondents often had difficulty accessing public spaces. These figures present substantial barriers to participation.

In line with most comparable local authorities, there are no disability-specific sports facilities but the following programmes for disabled people are provided within general sports facilities:

- The council runs multi-sports Ability Counts, wheelchair bowls and football Ability Counts sessions every week at Lynnsport.
- The council runs inclusive swimming lessons at Downham Market Sports Centre.
- Little Discoverers, an education charity, provides Conductive Education to children with movement difficulties and delayed developmental between 0 and 5 years. The charity runs three sessions per week for a total of 24 children at the Dutton Pavilion on River Lane Playing Fields in Kings Lynn. There is no waiting list at present, but Little Discoverers is keen to develop expanded facilities in conjunction with Pelicans Hockey Club.

- Active Norfolk runs the countywide ‘On the Move’ programme that takes sport and physical activity to day care providers across Norfolk to deliver 10-week blocks of activity in day centres. It also provides videos featuring home workouts for people with disabilities. The project has worked locally with the West Norfolk Deaf Association, Independence Matters and Forward Day Centre.

3.5 Sport and physical activity

3.5.1 Participation rates

Sport England’s ‘*Active Lives*’ survey measures physical activity rates amongst people aged 16 and over at district, county, regional and national levels. The definitions used in the survey are as follows:

- ***Sport and physical activity:*** This includes at least 10-minutes of moderate or higher intensity sports activities, walking and cycling for leisure or travel, fitness and dance.
- ***Active:*** The ‘Active’ population is defined as those doing at least 150 minutes of the above activities per week.
- ***Fairly active:*** The ‘Fairly active’ population is defined as those doing between 30 and 149 minutes of the above activities per week.
- ***Inactive:*** The ‘Inactive’ population is defined as those doing 30 minutes or less of the above activities per week.

The key data for Kings Lynn and West Norfolk since 2015 is set out below and shows a downward trend in activity levels:

Table 4: ‘Active Lives’ survey sport and physical activity participation rates in Kings Lynn and West Norfolk

Activity	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
Active	58.2%	55.2%	53.1%	56.6%	57.0%	50.2%	51.6%	53.9%	-4.3%
Fairly active	16.3%	10.0%	12.8%	14.4%	12.5%	12.1%	12.7%	11.4%	-4.9%
Inactive	25.5%	34.8%	34.1%	29.0%	30.4%	37.7%	35.6%	34.7%	+9.2%

In comparative terms, activity levels are well below the county, regional and national figures:

Table 5: ‘Active Lives’ survey 2022/23 sport and physical activity participation rates comparisons

Area	Active	Fairly active	Inactive
Kings Lynn and West Norfolk	53.9%	11.4%	34.7%
Norfolk	60.4%	10.8%	28.8%
East of England	63.2%	11.6%	25.3%
England	63.4%	10.9%	25.7%

3.5.2 Demographic variations

The ‘*Active Lives*’ survey national level data identifies that there are significant demographic variations in participation rates:

- **Gender:** Men's participation rates are higher at 65% than women's at 61%.
- **Socio-economic groups:** Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked have lower participation rates (54%) than those in professional/managerial roles (72%).
- **Age:** Activity levels decrease with age, from 70% in the 16 - 34 age group, to 66% on the 35 - 54 age group, 61% for 55 - 74 year olds to 40% for those aged 75 and over.
- **Disability and long-term health conditions:** Activity is less common for disabled people or those with a long-term health condition (47%) than those without (68%).
- **Ethnicity:** participation rates are lower for minority ethnic groups than for the White population and are lowest for those of Asian heritage (54%).

3.5.3 Sports club membership

The 'Active Lives' survey also records rates of sports club membership amongst people aged 16 and over and who participated at least twice in the previous 28 days. The figures below show that rates are higher in Kings Lynn and West Norfolk than for all the wider geographical comparators:

Table 6: 'Active Lives' survey 2022/23 sports club membership rates comparisons

<i>Kings Lynn and West Norfolk</i>	<i>Norfolk</i>	<i>East</i>	<i>England</i>
48.1%	41.9%	42.6%	42.8%

3.6 The local sports facilities supply network

Sports facilities provision in Kings Lynn and West Norfolk comprises a mixed economy involving the public, voluntary and commercial sectors. The key providers are as follows:

- **Kings Lynn and West Norfolk Borough Council:** The Council provides the borough's leisure centres at Lynnsport, St. James's Pool in Kings Lynn, Downham Market Leisure Centre and The Oasis, Hunstanton. The facilities are managed by the council from April 2025.
- **Town and parish councils:** Town and Parish Councils provide a range of small-scale facilities, in particular village and community halls.
- **Schools:** Schools are significant sports facilities providers in the borough, although not all provision is fully community accessible.
- **Sports clubs:** Voluntary sector sports clubs provide and run a range of mostly smaller facilities.
- **Commercial providers:** The commercial sector has a limited presence in Kings Lynn and West Norfolk, with some locally-owned health and fitness facilities.

3.7 The implications for sports facilities provision

The implications of the local context for sports facilities provision in Kings Lynn and West Norfolk are as follows:

- **An elderly and ageing population:** The borough has an elderly age profile and demographic change by 2040 will see a significant increase in the proportion of people aged over 50. Since sport and physical activity rates typically decline with age, the market for local sports facilities will evolve accordingly.
- **People with a disability:** Almost 33,000 people in Kings Lynn and West Norfolk have a limiting long-term illness or disability, so ensuring that sports facilities are accessible for people with disabilities is an important local priority.
- **Population growth:** The ONS 2018 sub-national population projections increase of 4,750 (or 3.1%) over the period 2021 to 2040. If housing targets are met, population growth could be as high as 25,000 (or 14.6%). This will increase demand for facilities for sport and physical activity.
- **Overall sports participation rates:** Local participation rates in sport and physical activity are low and have fallen over the past eight years (based upon Sport England's 'Active Lives' survey) and they are well below the respective national, regional and county figures.
- **Facilities supply:** Sports facilities are provided by a mosaic of owners and operators from the public, voluntary and commercial sectors, which highlights the need for and benefits of a strategic approach to co-ordinating provision.

4 STRATEGIC INFLUENCES ON FACILITIES PROVISION

Key findings:

The review of strategic influences on sports facilities provision in Kings Lynn and West Norfolk identified policy convergence on the following issues:

- ***Active, healthy communities:*** There is strong policy support for the creation of active, healthy communities, including the provision of affordable accessible facilities with appropriate activity programmes.
- ***Active design:*** Ensuring that the community provision creates opportunities for active travel and an attractive range of co-located facilities is embedded in local and wider policies.
- ***Protect and retain:*** Local and national planning policy is supportive of protecting and retaining sports facilities for which there is an assessed need.
- ***Integration with health and social care:*** Closer links with the health and social care system, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided is a strong theme.
- ***Low participant groups:*** There is universal recognition of which groups have lower engagement with sport and physical activity and a shared policy commitment to address this.

Based upon the shared policy influences, the local strategic outcomes that will provide the underpinning rationale for the provision of sports facilities in Kings Lynn and West Norfolk are as follows:

- To promote active, healthy communities in the borough, local stakeholders will support the provision of sustainable community sport and leisure facilities and the spaces and infrastructure that individuals, clubs, schools and individuals can access and use to take part.
- The network of sports facilities and supporting community infrastructure will be reviewed to ensure that their quantity, quality, accessibility and availability is appropriate to the needs of existing and prospective users.
- Closer links will be developed with the health and social care system, including the co-location of health and sports facilities where feasible and appropriate, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided.

4.1 Strategic Outcomes Planning Guidance

In May 2019 Sport England supplemented its guidance on the production of sports facilities strategies by publishing '*Strategic Outcomes Planning Guidance*'. The approach advocated involves

- Developing an understanding of the wider local strategic outcomes of the study area.
- Using a cross sector approach to identify local community needs and priorities.
- Establishing the contribution that sport and physical activity can make.

- Securing stakeholder ‘buy-in’ to the shared local outcomes.

The aim is to ensure that the development of sports and leisure facilities is not just an end in itself but is fully integrated into the strategic objectives of a range of key stakeholders in any given area. For example, rationale for the design, siting and operation of a new swimming pool in addition to the obvious benefits for sport and physical activity, should include the role it can play in delivering objectives relating to health inequalities, economic regeneration, tourism and socio-economic deprivation.

As a prelude to the assessment of supply and demand for facilities in King’s Lynn and West Norfolk, this section reviews the relevant policies and priorities of the council and its strategic partners, to establish:

- The key relevant policies and local strategic outcomes.
- The extent to which these are convergent or divergent in respect of sport and physical activity.

4.2 Kings Lynn and West Norfolk Borough Council Corporate Strategy

4.2.1 Corporate vision

The Council’s current aspirations for the borough are set out in its ‘*Corporate Strategy 2023-2027*’ (2023). The Council’s current aspirations for the borough are set out in its ‘*Corporate Strategy 2023-2027*’ (2023). The vision of the plan is ‘to establish West Norfolk as a place on the map rather than an administrative boundary and ensure it is a welcoming rural district, with vibrant communities and successful, growing businesses. A place where people can thrive, the environment is protected, heritage is preserved, and development meets the needs of people as well as legislation’.

4.2.2 Corporate priorities

To achieve this vision the Strategy sets out four priorities:

- Promoting growth and prosperity to benefit West Norfolk.
- Protecting our environment.
- Efficient and effective delivery of services.
- Supporting our communities.

Priorities three, five and six are directly relevant to this study and the other priorities are of at least tangential relevance.

4.2.3 Delivery objectives

To support the priorities, the following delivery objectives relate directly to sport and physical activity:

- Promote West Norfolk as a desirable leisure, cultural and tourism destination.
- Encourage active travel by reducing barriers to walking and cycling.

- Work with partners, and provide access to leisure, cultural and outreach experiences, to reduce isolation, improve health and wellbeing, and support people to live independently at home for longer.
- Tackle social and health inequalities, encourage healthy, active lifestyles and help prevent avoidable hospital admissions by working with the NHS and other partners.
- Support the local voluntary sector as a vital element of the local community.
- Promote and maintain attractive public open spaces across the borough for all to enjoy.

4.3 Kings Lynn and West Norfolk Local Plan

4.3.1 Introduction

Kings Lynn and West Norfolk's current adopted development plan is made up of:

- The 'West Norfolk Local Plan 2024-2040' (2025).
- 'Made' (adopted) Neighbourhood Plans covering individual Parish areas.

4.3.2 The Local Plan

The Local Plan Vision is that 'people want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit. West Norfolk enjoys an unparalleled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this'.

Policy LP36: Community and Culture:

- 'Delivering community well-being and enhancing quality of life through good design'.
- 'Where possible, developers should examine best practice on design in new development and should aim to involve the community early in the design process of new development.
- 'The form, design, location and layout of development should enhance community wellbeing, by:
 - Being accessible and inclusive - ensuring that people of any age, gender, ethnicity and ability can use and access the development.
 - Being adaptable - creating high quality development which is capable of being modified either for different uses or to suit people with different needs.
 - Being locally distinctive - contributing to a sense of place and identity.
 - Reducing the opportunity for crime - considering factors such as natural surveillance, boundaries and security features, lighting and the management of public space to promote safe living environments.
 - Being within walking distance of open space - to increase peoples quality of life and enable active and healthy lifestyles.
 - Creating places that promote social interaction, to allow people who are isolated and more vulnerable to cope with the impacts of climate change'.

- ‘Creating sustainable communities through the provision of community infrastructure. The Borough Council will:
 - Support proposals that protect, retain or enhance sports, leisure and recreation facilities including children’s playgrounds or create new facilities in accessible locations.
 - Work with NHS Norfolk to ensure that new health facilities are provided to serve an expanded population, particularly in growth areas in King's Lynn’.
- ‘The Borough Council recognises the importance of community facilities and services (also referred to as community infrastructure) to improving people’s quality of life, reducing inequality and improving community cohesion. The Council will, working with partners, seek opportunities to gain funding for the development of community infrastructure, particularly in deprived parts of the borough (see Policy LP05)’.
- ‘Protecting, enhancing and promoting cultural facilities The Borough Council will seek to protect and enhance existing cultural assets. If a cultural facility is no longer viable and the Council cannot secure funding, the Council will seek to explore alternative options such as co-locating multiple facilities on a single site to prevent the loss of cultural facilities and to increase the economic viability of such facilities’.
- ‘Development will not be permitted in cases where it would result in a loss of existing cultural facilities, unless equivalent new or improved facilities, where need justifies, can be provided within the same settlement boundary or in close proximity of the existing facility’.
- ‘New cultural facilities will actively be encouraged by the Borough Council, providing they are compatible with their location and setting and do not conflict with Economy Policy LP07. New cultural facilities will be located sequentially, in accessible sites in King's Lynn and the Main Towns of Hunstanton and Downham Market. Cultural facilities proposed in accessible locations in Key Rural Service Centres or the more rural settlements and areas will be considered based on localised impacts’.

Policy LP37 – Community Facilities:

- ‘The Council will encourage the retention of existing community facilities and the provision of new facilities, particularly in areas with poor levels of provision and in areas of major growth’.
- ‘Development leading to the loss of an existing community facility will not be permitted unless it is demonstrated that either:
 - The area currently served by it would remain suitably provided following the loss, or, if not;
 - It is no longer viable or feasible to retain the premises in a community facility use’.

4.3.3 Housing and Economic Land Availability Assessment

The latest assessment of Local Housing Need for the Borough equates to 554 new homes per year. This would require delivery of an additional 8,085 new dwellings over the next 15 years. The location of new housing development in the Local Plan is identified as follows:

Table 8: Location of new housing development in Kings Lynn and West Norfolk (Local Plan - breakdown of housing land allocations)

<i>Place</i>	<i>New dwellings</i>	<i>% Allocation</i>
Kings Lynn and surrounds	3,835	62%
Downham Market	390	6%
Hunstanton	333	5%
Wisbech fringe	550	9%
Key Rural Service Centres	857	14%
Rural villages	210	3%
<i>TOTAL</i>	<i>6,175</i>	<i>100%</i>

4.4 Active Norfolk

4.4.1 Introduction

Active Norfolk is the County Sports Partnership, one of a network of 43 Active Partnerships across the country. It works with sports clubs and organisations and a range of partners in the public, private and voluntary sectors to increase participation in sport and physical activity. Active Norfolk's strategy 'Getting Norfolk Moving' covers the period 2021-26.

4.4.2 Vision

'A Norfolk where being physically active is just 'what people do' in their daily life. Where financial circumstances, health and ability aren't a barrier to exercise. Where opportunities are designed around individual and community needs and promoted so effectively that everyone knows about them and why they should be involved'.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to assess the extent to which the existing facilities network addresses local needs, particularly those of non-users and propose appropriate changes.

4.4.3 Priorities

Physical Health and Mental Well-Being

- Building and strengthening connections between health and social care partners to embed physical activity into health system culture.
- Using insight to support population health management approaches.
- Improving health and care professionals' understanding and use of physical activity to support patient outcomes

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to propose ways to better integrate the existing facilities network and the activity programmes it offers with the needs and priorities of health and social care and propose appropriate changes if necessary.

Children and Young People

- Improving awareness and understanding of the role that physical activity plays in improving outcomes for young people.
- Ensuring physical activity is a normal part of the day for education settings.
- Making physical activity accessible to all young people and families regardless of their circumstances.
- Integrating physical activity into health, education and community strategies and services.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which the existing facilities network addresses the needs of young people and propose appropriate changes if necessary.

Active Environments

- Advocating for walking and cycling to be the first choice for short journeys.
- Improving and increasing the use of green and blue spaces and infrastructure for all.
- Increasing physical activity's prominence in local policy – promoting good design decisions that help people to move more.

The strategy will need to address the extent to which the existing environment, both built and natural, promotes or inhibits physical activity and propose appropriate changes if necessary.

Strengthening Communities

- Working more closely with communities to develop accessible and appropriate opportunities to be active.
- Improving communities' awareness and understanding of the opportunities available to them locally.
- Identifying and using national and local funding to create more relevant activity opportunities.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which existing sports facilities and the programmes that they deliver provide 'accessible and appropriate opportunities to be active' and propose appropriate changes if necessary.

4.5 Norfolk Health and Wellbeing Strategy

4.5.1 Introduction

The Health and Social Care Act 2012 requires local Health and Wellbeing Boards to be responsible for the production of a Joint Strategic Needs Assessment (JSNA) for their area. This enables them and the community as a whole to understand the health and wellbeing needs of their area. The local Health and Wellbeing Boards Strategy is built on the needs identified within the JSNA. The JSNA is used to:

- Inform the Health and Wellbeing board and their strategy.
- Provide information from a central resource for commissioners and funding bids.
- Provide demographics and information for various population levels or need profiles.

4.5.2 Norfolk JSNA

Norfolk's JSNA provides a picture of the health and wellbeing of the people in the county and the issues which affect their needs, inequalities and services, aiming to inform and improve their health and wellbeing. There are three local health priorities:

- Starting Well - Promoting the social and emotional wellbeing of pre-school children.
- Living Well - Reducing obesity.
- Ageing Well - Making Norfolk a better place to live for people with dementia and their carers.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address ways in which facilities for sport and physical activity and the programmes that they deliver can address the three local health priorities, which a particular emphasis on reducing obesity.

4.5.3 West Norfolk Health and Wellbeing Partnership

The West Norfolk Health and Wellbeing Partnership (HWP) has three priorities at present, mental health, weight management and alcohol reduction. All three are benefitted by access to exercise and the Partnership is funding 12 projects to deliver improvements in community provision at present. The council will be delivering a range of activities. Active Norfolk also sits on the HWP and amongst other sub-groups there is a Healthy and Active Lifestyles group.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address ways in which facilities for sport and physical activity and the programmes that they deliver can address these issues, in particular:

- Their role within a Single Sustainable system.
- How they can be involved in the prevention and mitigation of harmful health conditions.
- Ways in which they can be used to tackle inequalities.

- How they and their activity programmes can become better integrated with the wider health and wellbeing sector.

4.5.4 Norfolk and Waveney Integrated Care Strategy

The *'Norfolk and Waveney Integrated Care Strategy'* (2022) builds on the *'Norfolk Health and Wellbeing Strategy 2018-2020'* setting out priorities, identified in the Joint Strategic Needs Assessment, that partners will deliver together to improve health and wellbeing outcomes.

The Health and Wellbeing Boards for Norfolk and Suffolk have their own strategies aimed at highlighting the need for collective responsibility for health and wellbeing. The recent changes under the Health Act 2022, has created a new Integrated Care System (ICS) which has formally brought together a wide range of organisations and stakeholders to improve services and provide more joined-up health and care for residents.

It also created an Integrated Care Partnership which key organisations - including health, care, local authority, Healthwatch, and voluntary sector from across Norfolk and Waveney - are part of. This partnership has produced an Integrated Care Strategy which is the key document for all ICS partners to develop their strategies and plans from and sets out the challenges and opportunities we face that can only be addressed by partnership working and joint approaches. As there is a clear cross-over between an Integrated Care Strategy and a Health and Wellbeing Strategy, this creates an opportunity to work together as a collective ICS around shared high-level health and wellbeing priorities.

The strategic vision is working as a single sustainable system that enables us to achieve the overarching mission 'to help the people of Norfolk and Waveney to live longer, healthier, and happier lives'. Prevention and early intervention are critical to the long-term sustainability of the health and wellbeing system - stopping ill health and care needs happening in the first place and targeting high risk groups, as well as preventing things from getting worse through systematic planning and proactive management. Sport and physical activity has a key role in supporting this objective.

4.5.5 NHS Core 20 plus five

'Core20PLUS5' is a national NHS England approach to inform action to reduce healthcare inequalities at both national and system level. The approach defines a target population - the 20% most deprived areas of the country - and additionally identifies five focus clinical areas requiring accelerated improvement plus disadvantaged groups in the community identified at local level. Sport and physical activity has an important role in addressing these priorities.

4.6 The Government's Planning Policies

4.6.1 Introduction

In December 2024, the Government published an update to the *'National Planning Policy Framework'* setting out its economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

4.6.2 Sustainable development

The purpose of the planning system is to contribute to the achievement of sustainable development. Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs’.

4.6.3 Promoting healthy and safe communities

Paragraph 96 of the NPPF states that ‘planning policies and decisions should aim to achieve healthy, inclusive and safe places and buildings which:

- Promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other - for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages.
- Are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion - for example through the use of well-designed, clear and legible pedestrian routes, and high-quality public space, which encourage the active and continual use of public areas.
- Enable and support healthy lives, through both promoting good health and preventing ill-health, especially where this would address identified local health and well-being needs and reduce health inequalities between the most and least deprived communities - for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling’.

4.6.4 Open space and recreation

Paragraph 103 of the NPPF states that ‘access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate’.

4.6.5 Planning Practice Guidance

The Government’s *Planning Practice Guidance*’ (2022) contains the following of particular relevance:

- ***Open space, sport and recreation provision:*** ‘Open space should be taken into account in planning for new development and considering proposals that may affect existing open space (see National Planning Policy Framework paragraph 96). Open space, which includes all open space of public value, can take many forms, from formal sports pitches to open areas within a development, linear corridors and country parks. It can provide health and recreation benefits to people living and working nearby; have an ecological value and contribute to green infrastructure (see National Planning Policy Framework paragraph 171, as well as being an important part of the landscape and setting of built development, and an important component in the achievement of sustainable development (see National Planning Policy Framework paragraphs 7-9)’.

- It is for local planning authorities to assess the need for open space and opportunities for new provision in their areas. In carrying out this work, they should have regard to the duty to cooperate where open space serves a wider area. See guidance on Local Green Space designation, which may form part of the overall open space network within an area’.
- **Assessing needs:** Local planning authorities are required to consult Sport England in certain cases where development affects the use of land as playing fields. Where there is no requirement to consult, local planning authorities are advised to consult Sport England in cases where development might lead to:
 - loss of, or loss of use for sport, of any major sports facility;
 - proposals which lead to the loss of use for sport of a major body of water;
 - creation of a major sports facility;
 - creation of a site for one or more playing pitches;
 - development which creates opportunities for sport (such as the creation of a body of water bigger than two hectares following sand and gravel extraction);
 - artificial lighting of a major outdoor sports facility;
 - a residential development of 300 dwellings or more’.

4.7 The Government’s Sports Strategy

4.7.1 Introduction

The Government’s sports strategy ‘*Get Active - A Strategy for the Future of Sport and Physical Activity*’ (2023) contains three main priorities, outlined below.

4.7.2 Driving participation and addressing inactivity

- ‘Ensuring everyone is focused on increasing physical activity, meaning fewer inactive children, and narrowing the gap on inactivity where groups are not being reached, with visible progress across the country by 2030’.
- ‘Setting the future direction for facilities and spaces where people can be active by delivering multi-million pound investment into grassroots facilities and setting a clear strategic ambition for the future. This will mean facilities that reflect the needs of local communities, supported by hundreds of millions of pounds of government and local authority investment’.

4.7.3 Strengthening the integrity of sport

- ‘Help the sector to be welcoming to all, by promoting women’s and disability sport, championing diversity across the sector and holding the sector to account for investing in these groups. This will mean groups feel the benefit of public and private investment, that we see meaningful progress by 2030 and that cultural issues which put people off sport are relentlessly tackled’.
- ‘Improve how issues and concerns are dealt with in the sector, starting by launching a call for evidence around sport integrity issues. This will increase confidence in sport so that everyone knows that their welfare is at the heart of the sport system, whatever sport they play’.

4.7.4 Making sport more sustainable

- ‘Supporting the sector to access additional, alternative forms of investment to help it continue to grow and thrive, and by highlighting best practice, good governance mechanisms, and opportunities offered by technology and innovation. This will allow sport to thrive for future generations and support the continuation of our sporting institutions’.
- ‘Working towards a more environmentally sustainable sector that delivers on the government’s net-zero ambitions. We will do this by championing the role that sport can play in sustainability, and bringing together government departments, the sport sector and subject matter experts to share information and provide support’.

4.8 Sport England Strategy

4.8.1 Vision

Sport England’s strategy *‘Uniting the Movement’* (2021) contains a vision for ‘a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives’.

4.8.2 Context

The strategy concludes that ‘there are deep-rooted inequalities in sport and physical activity, which mean there are people who feel excluded from being active because the right options and opportunities are not there:

- Disabled people and people with a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition.
- People from a lower socioeconomic group (NS-SEC 6-8) are more likely to be inactive than people in higher social groups.
- Women are less active than men and this gender gap starts with girls being less active from a very young age.
- People from Asian and black backgrounds are far more likely to be physically inactive than people who are white’.

4.8.3 Advocating movement, sport and physical activity

Proposed actions include:

- ‘Continue to build, establish and grow partnerships and a common purpose across both the government and our sector to join up policies, strategies and approaches’.
- ‘Continue to develop and deliver behavioural change campaigns, building on the success of *‘This Girl Can’*, *‘We Are Undefeatable’* and *‘Join the Movement’*, to put movement, sport and physical activity at the forefront of national conversations’.

- ‘Keep building evidence that shows the links between the issues we all care about as a nation and the value of movement, sport and physical activity as part of the solution’.
- ‘Grow the extent to which we communicate, both to people and organisations, the power of getting active to help strengthen public consensus around the importance of being physically active’.

4.8.4 Five key issues

These are identified as:

- ***Recover and reinvent:*** ‘Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people’.
- ***Connecting communities:*** Focusing on sport and physical activity’s ability to make better places to live and bring people together.
- ***Positive experiences for children and young people:*** Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
- ***Connection with health and wellbeing:*** Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
- ***Active environments:*** Creating and protecting the places and spaces that make it easier for people to be active.

4.8.5 Active Environments

The key proposals for facilities are contained in the ‘Active Environments’ theme. This identifies three types of provision:

- ***Dedicated sport and physical activity facilities:*** ‘Dedicated sport and leisure facilities like leisure centres need to be co-created, well designed, supported and maintained to benefit the local community and their users’.
- ***Other community spaces:*** ‘Not usually designed exclusively for exercise, and certainly not for specific sports, these places are a vital resource for many and the activity they host provides a useful income to the venue. They may never be perfect competition or training spaces, but they attract people who might never go to a sports club, leisure centre or private gym. The development of community spaces like these is important to people who are regularly or newly active’.
- ***The wider built environment:*** ‘These places and spaces influence how much we move. Good design can help to increase activity levels by encouraging walking and cycling. This means connecting dedicated sport and activity facilities and community spaces, by making it easy for people to walk and cycle, by better design and by using the built and natural environments around us’.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which existing sports facilities and the programmes that they deliver address Sport England's new strategic priorities and in particular the emphasis on non-specialist community spaces or informal facilities.

4.9 Activity Alliance Strategy

The Activity Alliance is the leading voice for disabled people in sport and activity. Established in 1998 as a national charity, they were previously known as the English Federation of Disability Sport. *'We All Belong'* (2024) is the Alliance's Strategy for 2025 to 2028:

- **Vision:** The vision is for 'a future where all disabled people feel they belong in sports and activities'.
- **Mission:** This is as follows:
 - To improve opportunities to be active, empowering disabled people to get involved in sports and activities in the way they choose.
 - We will work with disabled people and an alliance of committed partners to build a movement for change.
- **Ambitions:** These are as follows:
 - Sports and activities meet disabled people's needs.
 - Disabled people influence campaigning, policy and decision making.
 - Address inequalities by working with others.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to assess the ability of sports facilities to accommodate the needs of disabled people and plan the provision of facilities and services accordingly.

4.10 The implications for shared strategic outcomes

4.10.1 Policy convergence

The review of strategic influences on sports facilities provision in Kings Lynn and West Norfolk identifies policy convergence on the following issues:

- **Active, healthy communities:** There is strong policy support for the creation of active, healthy communities, including the provision of affordable accessible facilities with appropriate activity programmes.
- **Active design:** Ensuring that the community provision creates opportunities for active travel and an attractive range of co-located facilities is embedded in local and wider policies.
- **Protect and retain:** Local and national planning policy is supportive of protecting and retaining sports facilities for which there is an assessed need.

- ***Integration with health and social care:*** Closer links with the health and social care system, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided is a strong theme.
- ***Low participant groups:*** There is universal recognition of which groups have lower engagement with sport and physical activity and a shared policy commitment to address this.

4.10.2 Shared strategic outcomes

Based upon the shared policy influences, the shared strategic outcomes that provide the underpinning rationale for providing sports facilities in Kings Lynn and West Norfolk are as follows:

- To promote active, healthy communities in the borough, local stakeholders will support the provision of sustainable community sport and leisure facilities and the spaces and infrastructure that individuals, clubs, schools and individuals can access and use to take part.
- The network of sports facilities and supporting community infrastructure will be reviewed to ensure that the quantity, quality, accessibility and availability is appropriate to the needs of existing and prospective users.
- Closer links will be developed with the health and social care system, including the co-location of health and sports facilities where feasible and appropriate, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided.

5 SPORTS HALLS

Key findings:

- **Quantity:** There are two community-accessible sports halls in Kings Lynn and West Norfolk, plus seven other facilities without public access. Sport England's Facilities Planning Model calculated a shortfall in sports hall provision in the borough equivalent to two 4-badminton court-sized Sports Halls. Additional demand by 2040 will be 1.30 badminton courts (equivalent to around 0.33 of a sports hall) for the lower population projection and 5.80 badminton courts (equivalent to 1.70 sports halls) for the higher population projections.
- **Quality:** The quality of all aspects of all sports halls is rated as 'standard' or better. No quality issues have any impact upon either capacity or usage levels at present.
- **Accessibility:** The population in the north of the borough is more than 20-minutes' driving time of a community-accessible sports hall.
- **Availability:** Seven sports halls in the borough are on education sites where there is no current community use.

5.1 Introduction

This section examines the provision of sports halls in Kings Lynn and West Norfolk. Sports halls are indoor halls with multi-sport markings and minimum dimensions equivalent to three badminton courts (27m x 18m x 6.1m). The specific needs of gymnastics are assessed separately elsewhere in the Strategy but are included for completeness in the overall evaluation of sports hall needs.

5.2 Quantity

5.2.1 Sports halls with community use

The location and dimensions of sports halls with community use in Kings Lynn and West Norfolk are below:

Table 9: Sports halls with community use in Kings Lynn and West Norfolk

Site	Address	Dimensions	Built	Sub-Area
Alive Lynnsport	Greenpark Avenue, Kings Lynn PE30 2NB	40m x 36m	2002	Kings Lynn
Downham Market Leisure Centre	Bexwell Road, Downham Market PE38 9LL	37m x 18m	1994	Downham Market

5.2.2 Sports halls without community use

The sports halls without community use in Kings Lynn and West Norfolk are as follows. These include facilities where community use was discontinued during the covid pandemic and has not been re-instated and sites where there is very limited usage such as periodic holiday play schemes:

Table 10: Sports halls without community use in Kings Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Dimensions</i>	<i>Built</i>	<i>Sub-Area</i>
Bircham Newton Training Centre	B1155, Bircham Newton PE31 6RH	33m x 18m	1966	Hunstanton
King Edward VII Academy	Gaywood Road, King's Lynn PE30 2QB	34.5m x 20m	1991	Kings Lynn
Kings Lynn Academy	Queen Mary Road, Gaywood, King's Lynn PE30 4QG	33m x 17m	1995	Kings Lynn
RAF Marham	Woodview Road, Marham PE33 9JX	33m x 18m	2007	Downham Market
St. Clements High School	Churchgate Way, Terrington St. Clement PE34 4LZ	27m x 18m	1980	Kings Lynn
Smithdon High School	Downs Road, Hunstanton PE36 5HY	27m x 18m	2006	Hunstanton
Springwood High School	Queensway, King's Lynn PE30 4AW	34.5m x 20m	1960	Kings Lynn

5.2.3 Sub-area analysis

The distribution of sports halls with community use by sub-area in Kings Lynn and West Norfolk is below:

Table 11: Sports halls with community use by sub-area in Kings Lynn and West Norfolk

<i>Sub-area</i>	<i>Sub-area population 2020</i>	<i>No. sports halls</i>	<i>Sports halls per capita</i>
Hunstanton and surrounds	28,316	0	-
Kings Lynn and surrounds	67,643	1	1: 67,643
Downham Market and surrounds	55,286	1	1: 55,286
KL & WEST NORFOLK	151,245	2	1: 75,623

5.3 Quality

5.3.1 The criteria assessed

The quality of sports halls with community access was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were evaluated were as follows:

- **Playing area:** The overall condition, playing surface, clear span roof height, lighting, spectator provision, equipment and fitness for purpose.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **Maintenance and cleanliness:** The quality of maintenance and cleanliness standards.
- **General access:** Including car parking, signposting, external lighting and proximity to public transport.

5.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’ (highlighted in green below), 4 to ‘good’ (also highlighted in green below), 3 to ‘average’ (highlighted in yellow below), 2 to ‘poor’ and 1 to ‘very poor’. The ratings for the sports halls in Kings Lynn and West Norfolk are shown in the table below.

Table 12: Sports halls in Kings Lynn and West Norfolk: Quality audit

Facility	Playing area	Changing	Disability Access	Maintenance	General access
Alive Lynnsport	5	5	5	5	5
Downham Market Leisure Centre	5	4	4	5	4

5.3.3 Condition surveys

Condition surveys of the Council’s leisure centres were undertaken in late 2021. The key findings in relation to sports halls were as follows:

- **Alive Lynnsport:** The main building is in ‘good to fair condition’. The mechanical services in the main building are ‘in fair condition but some plant is nearing the end of its useful life. The main boiler plant is circa 40 years old and should be considered for complete replacement with a greater efficiency heat source such as gas condensing boiler plant’.
- **Downham Market Leisure Centre:** The building is in ‘a satisfactory state of repair’. The exposed areas of metal frame of the sports hall are corroding, these should be inspected and redecorated to provide further protection. Mechanical services are in good condition.

5.3.4 Disabled access

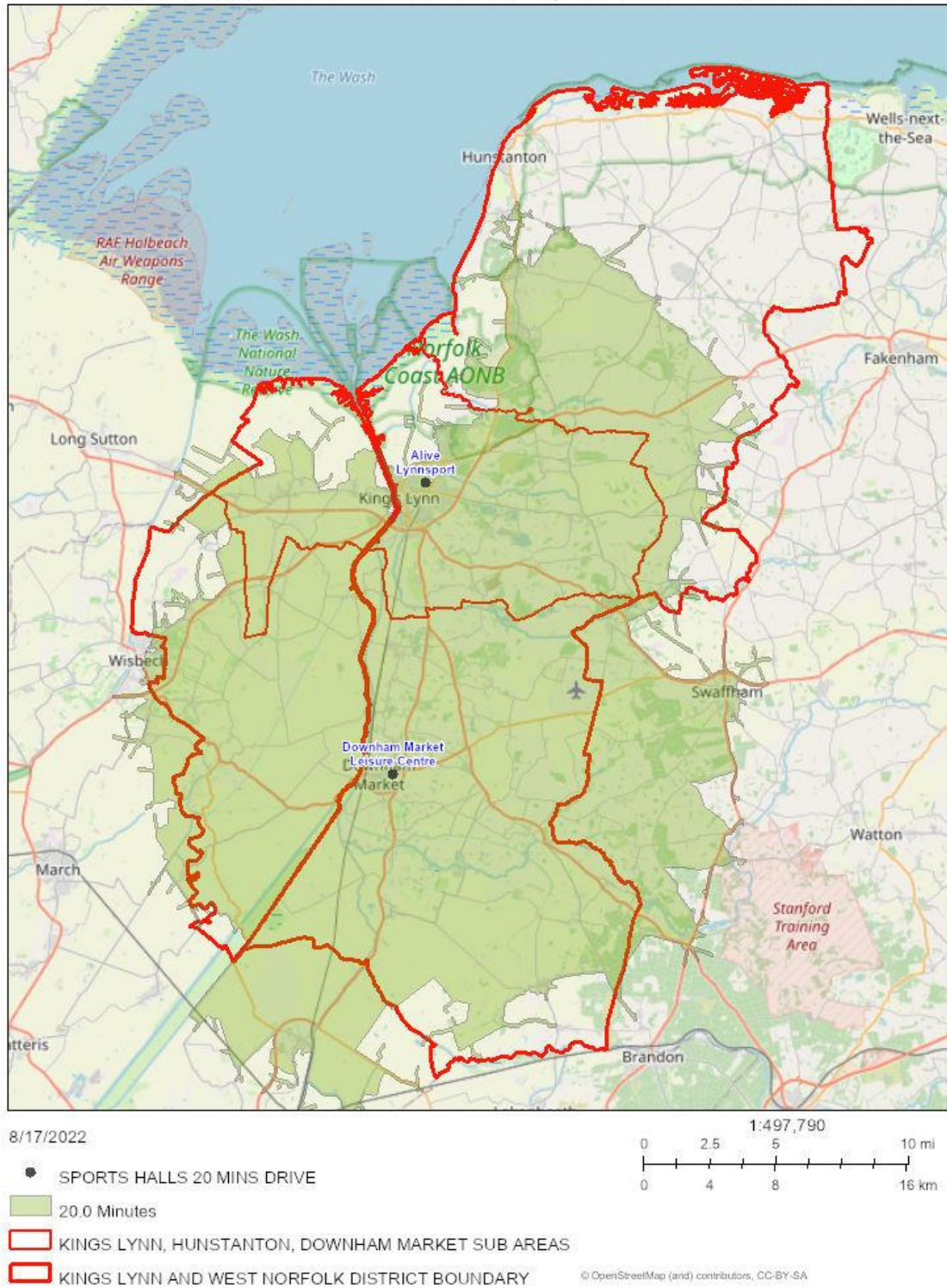
The key findings in relation to sports halls were as follows:

- **Alive Lynnsport:** Disability access to the sports hall is rated as ‘very good’, with no impediments to access or use.
- **Downham Market Leisure Centre:** Disability access to the sports hall is rated as ‘good’, with no significant impediments to access or use.

5.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for sports halls (defined as the time/distance travelled and the prevailing mode of transport used by up to 90% of facility users) is 20 minutes driving time. The population of most of the Hunstanton sub-area is more than 20-minutes’ drive time of a community accessible sports hall.

KINGS LYNN & WEST NORFOLK Sports Halls 20 Minutes Drive



5.5 Availability

The table below identifies the opening hours, usage arrangements, pricing, booking arrangements, secured access via a formal Community Use Agreement and used capacity in the peak periods.

Table 13: Sports halls in Kings Lynn and West Norfolk: Availability

Facility	Opening hours and basis of use	Pricing and booking arrangements	Peak period usage levels	Secured access
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm Casual use/block bookings	Whole hall £51 per hour. Badminton court (adults) £13.75 per hour for non-members, £10.75 for members and £7.75 concessions Bookings in person, on-line or by phone.	74%	Yes
Downham Market Leisure Centre	Mon-Fri 7am - 9.30pm Sat 8.30am - 5pm Sun 8am - 6.30pm Casual use/block bookings	Whole hall £51 per hour. Badminton court (adults) £13.75 per hour for non-members, £10.75 for members and £7.75 concessions Bookings in person, on-line or by phone.	100%	Yes

5.6 Key findings on supply

The key findings are as follows:

- Only two of the sports halls in the borough have community access, with seven halls on education sites having very limited or no external use.
- The quality of sports halls in the borough is generally good. There are no issues with regard to disabled access.
- Accessibility of sports halls is variable, with the entire population within 20 minutes driving time of a sports hall.
- Pricing is relatively consistent between the local sports halls.
- Sport England recognises a measure of ‘comfortable capacity’, where a sports hall is regarded as effectively fully utilised when peak usage levels reach 80%. This reflects the fact that changeover periods between bookings, particularly those that involve removing and/or installing equipment, will reduce the usage time available. Both the currently available sports halls in Kings Lynn and West Norfolk are used at close to or above ‘comfortable capacity’.

5.7 Changes since 2023

There have been no significant changes in sports hall supply in Kings Lynn and West Norfolk, with no gains or losses of provision. No progress has been made in securing access to school sports halls.

5.8 Current demand for sports halls

5.7.1 Expressed demand

Actual expressed community use demand for sports halls in Kings Lynn and West Norfolk is as follows:

Table 14: Sports halls in Kings Lynn and West Norfolk: Peak utilisation rates

Facility	Peak hours available	Peak hours utilised	% Peak utilisation
Alive Lynnsport	46	34	74%
Downham Market Leisure Centre	45.5	45.5	100%
TOTALS	91.5	79.5	86.9%

5.7.2 Displaced demand

Displaced demand relates to users of sports halls from within the study area which takes place outside of the area. The following sports halls with community accessibility are located in adjacent local authority areas, close enough to the borough boundary to provide potential usage opportunities for Kings Lynn and West Norfolk residents.

Table 15: Proximity of sports halls in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Fakenham Sports Centre	Trap Lane, Fakenham NR21 9HL	4 miles
Hudson Leisure Centre	Harecroft Road, Wisbech PE13 1RL	1 mile
Thomas Clarkson Academy	Corporation Road, Wisbech PE13 2SE	1 mile
Wisbech Grammar School	North Brink, Wisbech PE13 1JX	1 mile

5.7.3 Unmet demand

There is some evidence of unmet demand for sports halls in Kings Lynn and West Norfolk at present. Peak time usage is above comfortable capacity at both community accessible sites.

5.7.4 Facilities Planning Model assessment

In 2021, KL&WNBC commissioned a run of Sport England's Facilities Planning Model (FPM) to assess sports hall needs in the borough. The FPM is a computer model that compares the supply of facilities with demand, to calculate shortfalls. The findings of the FPM 'run' for sports halls in 2020 in Kings Lynn and West Norfolk were as follows:

- **Supply-demand balance:** The FPM calculates that the supply of sports halls in the peak period in the borough is equivalent to 32 badminton courts, whilst demand is for 40.5 badminton courts. This suggests a deficit of 8.5 badminton courts (equivalent to 2.13 four-badminton court-sized sports halls).

- **Used peak capacity:** Average peak utilisation rates for sports halls in the borough are 71.3%, which is below Sport England's 'comfortable capacity' figure of 80%. This suggests that there is some spare capacity to accommodate additional demand.
- **Satisfied demand:** The FPM supports this conclusion, calculating that 74.7% of demand for sports halls in the borough is met by current provision.
- **Displaced demand:** The FPM calculates that 17.0% of all sports hall demand in the borough is exported to facilities in neighbouring areas, principally sports halls in Wisbech.
- **Location of unmet demand:** The main focus for unmet demand is in the Hunstanton sub-area, where the only sports hall at Smithdon High School has no community use.

5.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of sports hall needs in neighbouring areas.

Table 16: Assessments of sports hall needs in neighbouring areas

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
East Cambs District Council	The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) states that 'the overall supply of sports halls is sufficient to meet demand in 2014 and up to 2026'.	There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.
Fenland District Council	The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies 'a current under-supply of sports hall space within the local authority area (8.45 courts), and a future demand for an additional 5.29 courts'.	There is no spare capacity at the Wisbech sports halls to meet demand from Kings Lynn and West Norfolk.
South Holland District Council	The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'there is a current shortfall equivalent to 2.9 badminton courts (0.73 of a four-badminton court sports hall). Additional demand by 2040 will be equivalent to an extra 3.4 badminton courts (0.85 of a four-badminton court sports hall).	There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.
North Norfolk District Council	The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'there are insufficient sports halls to meet all the needs of the community. Demand exceeds supply by 7 badminton courts'.	There is no spare capacity at the Fakenham sports hall to meet demand from Kings Lynn and West Norfolk.
Breckland District Council	The Council's 'Evidence Base for Indoor and Built Sports and Recreation Facilities' (2017) identified that 'unmet demand in 2016 equates to just over 6 badminton courts and is unchanged in 2031'.	There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.
West Suffolk Council	The 'West Suffolk Sports Facilities Assessment' (2022) concludes that 'spare capacity at existing sports halls can accommodate some projected demand to 2040. Peak capacity issues in the Newmarket sub-area would be addressed by providing an additional two-badminton court sports hall.	There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.

5.10 Sport-specific priorities

Analysis of sport-specific strategies and consultation with the governing bodies of sport produced a range of priorities in relation to local sports hall provision:

Table 17: Governing bodies of sport: Sports hall needs

<i>Sport</i>	<i>Facilities priorities</i>	<i>Local implications</i>
Badminton	<p>Badminton England's 'Badminton - A Sport for Everyone 2023 - 2033' (2023) includes a 'Places' theme relating to facilities provision, which aims to:</p> <ul style="list-style-type: none"> • Lobby to protect and open up facilities. • Develop a network of dedicated badminton facilities. • Expand the school facilities lettings model. • Open community centres, village halls and other non-traditional venues for play. • Drive a digital bookings transformation. • Build partnerships with community providers. 	The school facilities lettings model could provide some opportunities to access facilities with no community use at present.
Basketball	<p>Basketball England's 'Growing Basketball Together 2018 - 2024' (2018) contains a facilities objectives to 'develop, support and sustain a high-quality infrastructure network that inspires the next generation and meets the needs and demands of the game for the future'.</p> <ul style="list-style-type: none"> • 'Enhance the playing experience through an appropriate network of innovative and inspirational facilities and playing environments that not only meet the needs and demands of the game but inspire growth within the sport'. • 'Pilot new and alternative pricing and booking models for indoor facilities to improve access and affordability for clubs and individuals supporting both formal and informal play'. 	Kings Lynn and West Norfolk is not identified as a priority area.
Gymnastics and Trampolining	<p>British Gymnastics' 'Facility Strategy 2017 - 2021' (2017) identifies a range of gymnastics facilities options:</p> <ul style="list-style-type: none"> • Standalone dedicated facilities - Achievable for most clubs. Can provide for participation and competition. • Multi-venue dedicated facilities - For large club-based organisations looking to further expand opportunities. • Dedicated facility as part of a multi-sport venue - Most likely to be local authority-based projects. • Non-dedicated space as part of leisure centre - Ideal for club delivery and mass participation activities. • Satellite venues - Opportunities for clubs to scale up their programmes and increase activity options. • Non-dedicated spaces in leisure centres - Ideal for introductory level, mass participation programmes. 	All of the options within the facilities hierarchy are relevant to gymnastics delivery in Kings Lynn and West Norfolk.
Judo	<p>British Judo's 'Strategic Plan 2017 - 2021' (2017) has an objective to increase participation to 50,000 members by 2021. There are no facilities objectives.</p>	No specific implications.

<i>Sport</i>	<i>Facilities priorities</i>	<i>Local implications</i>
Netball	<p>England Netball's '<i>Adventure Strategy 2021 - 2031</i>' (2021) contains the following relevant material: A Game for Life: This 'destination' has the following targets:</p> <ul style="list-style-type: none"> • A 50% increase in the number of women playing netball across all life stages. • A year-on-year increase in the diversity of the netball playing population, with an ambition to reflect the diversity of the nation. • A countrywide accessible offer for men and boys. • 90% of all schools delivering a quality netball experience. • A clear and connected offer of choice for every community, with world class experiences in clubs and leagues at the heart of community netball. • A place to play within easy travel of every household. 	Netball is a well-developed sport in Kings Lynn and West Norfolk and is seeking additional indoor and outdoor court space.
Table tennis	<p>Table Tennis England's '<i>Facilities Strategy 2015 - 2025</i>' (2015) identifies that table tennis takes place in a variety of settings:</p> <ul style="list-style-type: none"> • Formal club-led environments - Consisting of dedicated table tennis facilities (equipped for and predominantly used by table tennis), school halls, community halls, church halls, multisport clubs and leisure centres. • Informal social environments - Including bars, workplaces, parks, sport-specific clubs and community spaces. <p>To support sustainable clubs, the priorities are:</p> <ul style="list-style-type: none"> • Establish a minimum of one accessible, high quality dedicated multi-table facility in every active county. • Support current clubs to ensure long-term security of use of their facilities and to develop facilities or access multisport and multi-use environments. <p>To support the social recreational game, the priorities are:</p> <ul style="list-style-type: none"> • Support the implementation of free-to-use outdoor tables, prioritising centres of population. • Establish a network of social table tennis venues offering vibrant informal environments for all. 	Kings Lynn and West Norfolk is not identified as a priority area.
Volleyball	Volleyball England's ' <i>Facilities Strategy</i> ' (2009) is the most recent assessment of needs. The strategy identifies that a court size of 18m x 9m x 7.5m is required for National League standard play and below. It also states that 'the minimum width of standard sports halls should be raised to 20m from the current 18m, to allow two practice courts in a single hall'.	Kings Lynn and West Norfolk is not identified as a priority area.

5.11 Governing body of sport consultations

5.11.1 Badminton England

Consultation with Badminton England's Relationship Manager identified the following issues:

- **Overview:** 'Kings Lynn and West Norfolk is a key area for us with regards to badminton provision as following a very successful Community Badminton Network being set up there badminton activity is high. In addition we are having problems with facilities due to high hire prices (Lynnsport) and some of our clubs having not been able to resume post Covid. There is good badminton engagement in both primary and secondary schools'.

- **Current shortfall:** ‘There is a current calculated shortfall in sports halls supply of 1.7 badminton courts to meet existing badminton needs in the borough’.
- **Future shortfall:** ‘There is a future projected calculated shortfall in sports halls supply of 1.8 badminton courts to meet badminton needs in the borough in 2030’.

5.11.2 British Gymnastics

Consultation with British Gymnastics’ Business Support Officer (Facilities) identified that:

- British Gymnastics is in the process of developing a new organisation strategy and vision in 2023. Ensuring Gymnastics is enjoyable, safe and open to everyone will be at the core of this strategy.
- A key part of British Gymnastics’ strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. The target by 2021 was for half of all clubs to have their own dedicated facilities, compared with one-third in 2014.
- The main issue for gymnastics development is having access to sufficient dedicated (non-sports hall) space to enable clubs to grow and extend their programmes. The sport is experiencing challenges with the availability of a qualified coach workforce which is creating a barrier to development. Work on this will align to its strategic priorities and it welcomes collaborative working to address the issue.

5.11.3 British Judo

Consultation with British Judo’s Club Support Officer identified that there is one club in the borough, Happidojo Marham Judo Club, which is based at the Sandringham Centre in Marham. The club is keen to develop a permanent dojo in the area and has been actively seeking a venue for this for some time.

5.11.4 Table Tennis England

Consultation with Table Tennis England identified that there are two clubs in the borough, Heacham Table Tennis Club (based at Heacham Social Club) and Great Dunham Table Tennis Club (based at Great Dunham Village Hall). The collective membership is 108 and neither club uses sports halls in the borough.

5.12 Future demand for sports halls

5.12.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

5.12.2 Participation rates

One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. The most recent covid-affected figures have been excluded as anomalous.

- **National trends:** Sport England's 'Active Lives' survey records adult (16+) weekly participation rates for each sport at national level. The results for those sports that use sports halls are tabulated below. Badminton, Table Tennis and Tennis have also experienced statistically significant decreases, whilst only martial arts has achieved a statistically significant increase:

Table 18: 'Active Lives' survey: National participation rates for individual sports 2015-2023

Sport	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
Badminton	2.1%	2.0%	1.9%	1.7%	1.2%	0.8%	1.6%	1.6%	-0.5%
Basketball	0.7%	0.7%	0.7%	0.6%	0.5%	0.5%	0.6%	0.7%	0.0%
Gymnastics	0.6%	0.7%	0.6%	0.5%	0.4%	0.3%	0.4%	0.5%	-0.1%
Judo	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Martial Arts	0.4%	0.5%	0.6%	0.5%	0.4%	0.4%	0.5%	0.6%	+0.2%
Netball	0.7%	0.6%	0.6%	0.7%	0.4%	0.3%	0.6%	0.6%	-0.1%
Table Tennis	1.0%	1.0%	0.9%	1.0%	0.6%	0.5%	0.8%	0.8%	-0.2%
Tennis	2.1%	1.9%	1.7%	1.6%	1.5%	1.4%	2.0%	1.9%	-0.2%
Volleyball	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.0%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 19: 'Active Lives' survey: Sports participation rates for Kings Lynn and West Norfolk 2015-2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

5.12.3 Future projections

Sport England has developed the Sport Facility Calculator (SFC), to help to quantify how much additional demand for key community facilities like sports halls, will be generated by population increases. The SFC uses Sport England survey data on who uses facilities and applies this to the population profile of the local area. This builds up a profile of usage, which can be then applied to estimate how much demand any given population would generate. This demand is then converted into the quantity of facilities needed and expressed as badminton courts to define sports hall needs. For the purposes of projecting future demand in Kings Lynn and West Norfolk current participation rates have been assumed since there have been no statistically significant increases since 2015, either locally in the borough or collectively for the sports that use sports halls. Two population scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Based upon this, the SFC calculates demand for an additional 1.30 badminton courts, which is equivalent to 0.33 four-badminton court sized sports halls with full community access.
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%. Based upon this, the SFC calculates demand for an additional 6.80 badminton courts, which is equivalent to 1.70 four-badminton court sized sports halls with full community access.

5.13 Key findings on demand

The key findings are as follows:

- There is limited spare capacity in sports halls in Kings Lynn and West Norfolk at present, with average peak utilisation rates well above the 80% ‘comfortable capacity’ figure.
- Sport England’s Facilities Planning Model calculated the existing shortfall in sports hall provision in the borough equivalent to two 4-badminton court-sized Sports Halls.
- Sport England’s Sport Facility Calculator projects future demand for an additional 1.30 badminton courts by 2040, equivalent to 0.33 four-badminton court sports halls based on the lower population projection and 6.80 badminton courts, equivalent to 1.70 four-badminton court-sized sports halls based on the higher population projection.

5.14 Changes since 2023

There have been no significant changes in sports hall demand in Kings Lynn and West Norfolk, although local rates of sport and physical activity continue to rise after the covid pandemic, overall levels are still significantly below the levels in 2015.

5.15 The balance between sports hall supply and demand

Four criteria have been assessed to evaluate the balance between sports hall supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

5.16 Quantity

5.15.1 Current needs

Current sports halls in Kings Lynn and West Norfolk are assessed collectively to be operating at just within ‘comfortable capacity’, based upon the following evaluation:

- **Used peak capacity:** Average peak utilisation rates for sports halls in Kings Lynn and West Norfolk are 86.9%, well above Sport England’s ‘comfortable capacity’ figure of 80%.
- **Supply-demand balance:** Sport England’s Facilities Planning Model calculated a shortfall in sports hall provision in the borough equivalent to two 4-badminton court-sized Sports Halls.
- **Displaced demand:** The FPM calculates that 17.0% of all sports hall demand in the borough is exported to facilities in neighbouring areas, principally sports halls in Wisbech.
- **Location of unmet demand:** The main focus for unmet demand is the Hunstanton sub-area.

5.15.2 Future needs

The quantity of sports halls required to meet future needs has been assessed as follows:

- **Population increases:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.
- **Additional needs:**
 - Based upon a population increase of 4,750 people in the district by 2040 and sports participation rates remaining at current levels, Sport England’s Sport Facility Calculator projects demand for an additional 1.30 badminton courts, which is equivalent to 0.33 four-badminton court sized sports halls with full community access. This can be accommodated by securing community access to school sports halls.
 - Based upon a population increase of 25,000 people in the district by 2040 and sports participation rates remaining at current levels, Sport England’s Sport Facility Calculator projects demand for an additional 6.80 badminton courts (equivalent to 1.70 four-badminton court sized sports halls with full community access). This could be met by providing one additional four-badminton court sized sports hall.

5.17 Quality

5.16.1 Current quality

There are no critical quality issues relating to sports halls in Kings Lynn and West Norfolk, although the position should be kept under review.

5.16.2 Future quality

By 2040, all of the sports halls in the borough will be in need of refurbishment.

5.18 Accessibility

5.17.1 Current accessibility

Northern parts of the borough are more than 20 minutes driving time of a sports hall.

5.17.2 Future accessibility

To ensure that there is adequate accessibility to sports halls in the future, an appropriate level of developer contributions will be required to upgrade existing facilities and/or to provide new ones, appropriately located in relation to the new population.

5.19 Availability

5.18.1 Current availability

Seven of the sports halls in the borough do not have any community access.

5.18.2 Future availability

Addressing the current availability issues in the future will either involve providing sports halls on non-education sites, with appropriate management arrangements, or looking at innovative solutions to facilitate community access to school sports halls.

5.20 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which sports halls provision in Kings Lynn and West Norfolk contribute to the shared strategic outcomes is as follows:

- Sports halls are flexible indoor facilities that can accommodate a range of sports and physical activities that are likely to appeal to existing and potential participants.
- The high utilisation rates at existing sports halls preclude the introduction of opportunities to accommodate additional need and demand from current non-participants.
- The lack of access to school sports halls does not make best use of available facility resources to deliver wider programmes of community activity.
- There is a geographical accessibility shortfall in sports hall availability in the north of the borough, which limits opportunities for residents and visitors in the Hunstanton sub-area.

5.21 The options for securing additional sports hall capacity

The options for securing existing and additional sports hall capacity to meet current and future needs are as follows:

5.19.1 Protect

Local/Neighbourhood Plan policies for the protection of sports halls will be key both to securing local provision by ensuring that planning policy supports the retention of existing sports halls for which existing and/or future demand has been identified, including any without current community access, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

5.19.2 Provide

Ensuring that extra sports hall capacity is achieved by providing a new facility.

5.19.3 Enhance

Enhancing existing sports hall capacity by:

- Encouraging schools without existing community use to make their facilities available to external users.
- Supporting schools to improve their management of community use arrangements, to improve community access to sports halls.
- Securing formal Community Use Agreements at existing and proposed future facilities on school sites, to enhance community accessibility.

5.22 Action Plan

The table below set out the action plan for sports halls to guide the implementation of the strategy. All actions are generic, rather than facility specific. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

Table 20: Key strategic action plan for sports halls

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing sports halls	Consider including a policy in the Local Plan to protect all existing sports halls.	KL&WNBC	-	-	High
Community access to sports halls	Pursue formal Community Use agreements at all existing and any future proposed sports halls on education sites.	KL&WNBC	Academies and schools	-	High
Funding for future sports hall needs	Ensure that provision is made to secure developer contributions towards new and improved facilities.	KL&WNBC	-	-	High
Need for an additional 1.70 sports halls by 2040	Identify potential sites in the Hunstanton sub-area	KL&WNBC	-	-	High

6 SWIMMING POOLS

Key findings:

- **Quantity:** There are five community accessible swimming pools at three sites in Kings Lynn and West Norfolk, collectively providing 959.5sq.m of water space. Two of the key pools in the borough (in Kings Lynn and Downham Market) are currently used to well above the 'comfortable capacity' figure, although the average figure for all sites in the borough is 60%. There is projected demand for an additional 54.26sq.m of water space by 2040, equivalent to 0.94 lanes or 0.24 of a 25m pool based on the lower population projection and an additional 263.43sq.m of water space, equivalent to 4.94 lanes or 1.23 of a 25m pool based on the higher population projection.
- **Quality:** All aspects of the quality of most facilities is 'average' or better, although the pools in Kings Lynn and Hunstanton are both ageing and in urgent need of refurbishment or replacement.
- **Accessibility:** Most of the population of the borough is within 20 minutes' drive of the nearest pool.
- **Availability:** Three sites are available for casual swimming on a non-membership basis.

6.1 Introduction

This section examines the provision of swimming pools in Kings Lynn and West Norfolk. Swimming pools are defined as indoor facilities with minimum pool length of 20 metres, although smaller teaching and diving pools are included in the assessment where they are integral to a facility with a main pool.

6.2 Quantity

6.2.1 Indoor swimming pools with community use

The swimming pools with community use in Kings Lynn and West Norfolk are as follows:

Table 21: Swimming pools with community use in Kings Lynn and West Norfolk

Facility	Address	Dimensions	Year built	Sub-area
Downham Market Leisure Centre	Bexwell Road, Downham Market PE38 9LL	25m x 10.5m	2003	Downham Market
Oasis Leisure Centre	Seagate Road, Hunstanton PE36 5BD	25m x 10m 6m x 3m	1984	Hunstanton
St. James Swimming and Fitness Centre	Blackfriars Street, King's Lynn PE30 1NN	25m x 13m 13m x 8m	1974	Kings Lynn

6.2.2 Smaller indoor swimming pools with community use

The smaller swimming pools with community use in Kings Lynn and West Norfolk are as follows:

Table 22: Small swimming pools with community use in Kings Lynn and West Norfolk

Facility	Address	Dimensions	Year built	Sub-area
Energise Pentney Fitness and Spa	Low Road, Pentney PE32 1JF	15m x 5m	2008	Kings Lynn
Imagine Health Spa	Grimston Road, Kings Lynn PE30 3HQ	17.5m x 5m	1989	Kings Lynn
Searle's Leisure Resort	South Beach Road, Hunstanton PE36 5BB	13m x 10m	2008	Hunstanton

6.2.3 Sub-area analysis

The distribution of full-sized swimming pools with community use by sub-area in Kings Lynn and West Norfolk is as follows:

Table 23: Swimming pools with community use by sub-area in Kings Lynn and West Norfolk

Sub-area	Sub-area population 2020	No. pool sites	Pools per capita	Pool space per 1,000 people
Hunstanton and surrounds	28,316	1	1: 28,316	9.46sq.m
Kings Lynn and surrounds	67,643	1	1: 67,643	6.34sq.m
Downham Market and surrounds	55,286	1	1: 55,286	4.78sq.m
KL & WEST NORFOLK	151,245	3	1: 50,425	6.34sq.m

6.3 Quality

6.3.1 The criteria assessed

The quality of swimming pools was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were evaluated were as follows:

- **Pool area(s):** The overall condition, lighting, aquatic activities provided for, temperature, spectator provision and fitness for purpose.
- **Changing facilities:** Capacity, condition and fitness for purpose.
- **Disability access:** Provision for disabled access throughout the facility.
- **Maintenance and cleanliness:** The quality of maintenance and cleanliness standards.
- **General access:** Car parking, lighting, signposting and proximity to public transport.

6.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to 'very good' (highlighted in green below), 4 to 'good' (also highlighted in green below), 3 to 'average' (highlighted in yellow below), 2 to 'poor' and 1 to 'very poor'.

Table 24: Swimming pools in Kings Lynn and West Norfolk: Quality audit

<i>Facility</i>	<i>Pool area</i>	<i>Changing</i>	<i>Disability Access</i>	<i>Maintenance</i>	<i>General access</i>
Downham Market Leisure Centre	5	5	4	5	4
Oasis Leisure Centre	4	5	5	5	4
St. James Swimming and Fitness Centre	4	3	3	5	5

6.3.3 Condition surveys

Condition surveys of the pools were undertaken in late 2021. The key findings in relation to swimming pools were as follows:

- ***Oasis Sports and Leisure Centre:*** ‘Generally the facility is in fair condition. Some areas would benefit from internal redecoration and replacement flooring in due course. The condition of the pool enclosure from ground level indicates that it is starting to weather. In the medium to long-term the replacement of this structure will be required. Mechanical services are in reasonable condition but would benefit from some improvement’.
- ***Downham Market Leisure Centre:*** The building is in ‘a satisfactory state of repair. Within the swimming pool plant room a water tank has been leaking for a number of years. The underside of the concrete slab shows signs of staining and the steel frame is corroding. been leaking for a number of years. Mechanical services are in good condition’.
- ***St. James’s Pool:*** ‘The building is in good to fair condition internally, although some areas would benefit from internal redecoration and replacement flooring in the medium term. Further investigations should be carried out by a structural engineer to the floor of the pool tank. Various areas of repair and treatment are required to the reinforced concrete pool basins and services areas within the service corridor/boiler room. The mechanical services plant is in good condition and has benefitted from energy saving improvements such as the combined heat and power unit’.

6.3.4 Disabled access

The key findings in relation to swimming pools were as follows:

- ***Downham Market Leisure Centre:*** Disability access to the pool is rated as ‘good’, with no significant impediments to access or use.
- ***Oasis Leisure Centre:*** Disability access to the pool is rated as ‘good’, with no significant impediments to access or use.
- ***St. James’s Pool:*** Disability access to the sports hall is rated as ‘standard’, although there is no pool hoist.

6.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for indoor swimming pools (the time/distance travelled by up to 90% of facility users and the prevailing mode of transport used) is 20 minutes’ drive time. Most of the population is within 20-minutes’ drive time of a pool.



6.5 Availability

The table below identifies the opening hours, usage arrangements, pricing and used capacity in the peak periods.

Table 25: Swimming pools in Kings Lynn and West Norfolk: Availability

Facility	Opening hours and basis of use	Pricing	Peak usage	Secured access
Downham Market Leisure Centre	Mon-Fri 7am - 9.30pm Sat 8.30am - 5pm Sun 9am - 6.30pm Casual use/clubs/schools/ swimming lessons	Adult 'pay-and-play' £5.35 Junior 'pay-and-play' £3.30 Family ticket £13.30	98%	Yes
Oasis Leisure Centre	Mon-Fri 7am - 9.30pm Sat-Sun 7.30am - 6pm Casual use/clubs/schools/ swimming lessons	Adult 'pay-and-play' £6.40 Junior 'pay-and-play' £4.95 Family ticket £16.75	42%	Yes
St. James Swimming and Fitness Centre	Mon-Fri 6am - 9pm Sat 7am - 5pm Sun 8am - 7pm Casual use/clubs/schools/ swimming lessons	Adult 'pay-and-play' £5.35 Junior 'pay-and-play' £3.30 Family ticket £13.30	100%	Yes

6.6 Key findings on supply

The key findings are as follows:

- There are three community accessible facilities with swimming pools in Kings Lynn and West Norfolk, all of which have secured community use.
- The pools in Kings Lynn and Hunstanton are ageing and need refurbishment or replacement.
- Most of population of the borough is within 20-minutes' drive time of a pool.
- Sport England recognises a measure of 'comfortable capacity', where a swimming pool is regarded as effectively fully utilised when peak usage levels reach 70%. Two of the pools in the borough are currently used to well above 'comfortable capacity' and the average is 80%.

6.7 Changes since 2023

There have been a number of significant changes in swimming pool supply since 2023:

- The pool at Glebe House School in Hunstanton, which had some restricted community use, is no longer available for external users.
- Funding has been obtained for a new 25m pool in Fakenham, whose 20 minute drivetime catchment will include the north-eastern part of Kings Lynn as West Norfolk.

- There are active proposals to replace the pools in Kings Lynn and Hunstanton. The council is currently giving detailed consideration to the size and location of replacement facilities via consultations with the West Norfolk Swimming Club, Swim England and other stakeholders.

6.8 Current demand for swimming pools

6.8.1 Expressed demand

Expressed demand for swimming pools in Kings Lynn and West Norfolk is as follows:

Table 26: Swimming pools in Kings Lynn and West Norfolk: Utilisation rates

Facility	% Peak utilisation
Downham Market Leisure Centre	98%
Oasis Leisure Centre	42%
St. James Swimming and Fitness Centre	100%

6.8.2 Displaced demand

Displaced demand relates to swimming from within the study area which takes place outside of the area. The following community-accessible pool in neighbouring areas is close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents. In addition, a new 25m pool is planned for Fakenham and funding has been secured.

Table 27: Proximity of swimming pools in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Hudson Leisure Centre	Harecroft Road, Wisbech PE13 1RL	1 mile

6.8.3 Unmet demand

Swim England has adopted a national standard of 12m² of pool space per 1,000 population as a broad measure of demand for swimming pools. Based on this standard, the borough's population of 154,300 requires a pool area of 1,852 m² of water space. This compares with current provision of 959.5 m² leading to a what Swim England terms a deprivation of 892.5m².

6.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of swimming pool needs in neighbouring areas.

Table 28: Assessments of swimming pool needs in neighbouring areas

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
East Cambs District Council	The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) states that 'demand for swimming pools exceeds supply and the unmet demand is 277sq.m (4.5 lane 25 metre) of water in 2014 and 397sq.m (6 lane 25 metre) of water by 2026'.	There is no spare capacity to serve demand from Kings Lynn and West Norfolk.

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
Fenland District Council	The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies that the 'current under-supply of water space equates to 1.2 lanes of a 25m pool. Future demand to 2031 based on population growth equates to 3.42 lanes of a 25m pool'.	There is no spare capacity at the Wisbech swimming pools to meet demand from Kings Lynn and West Norfolk.
South Holland District Council	The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that existing pools 'are assessed to be at operating at over 'comfortable capacity. An additional 130sq.m of pool space will be required by 2040'.	There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.
North Norfolk District Council	The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'North Norfolk has a good level of swimming pool provision. However, the provision is skewed in terms of its distribution within the district, with no pool in Fakenham'.	A new 25m pool is planned for Fakenham and funding has been secured. This may meet some demand from Hunstanton.
Breckland District Council	The Council's 'Evidence Base for Indoor and Built Sports and Recreation Facilities' (2017) identified that 'unmet demand for pools in Swaffham equates 130 sq.m of water in 2016 and increasing to 145 sq.m of water in 2031'.	Swimming demand from the Swaffham area is likely to be exported to facilities in Kings Lynn and West Norfolk.
West Suffolk Council	The 'West Suffolk Sports Facilities Assessment' (2022) concludes that 'spare capacity at existing pools can accommodate all projected demand to 2040, subject to the reprovision of facilities from the Bury St. Edmunds Leisure Centre.	There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.

6.10 Sport-specific priorities

Table 29: Sports-specific priorities for swimming

Facilities priorities	Implications for Kings Lynn and West Norfolk
Swim England's 'Towards a Nation Swimming: A Strategic Plan for Swimming in England 2017 - 2021' (2017) includes a commitment to 'working with providers to create a swimming environment that is more inclusive and exceeds the expectations of swimmers'.	No specific local facilities priorities in Kings Lynn and West Norfolk.

Consultation with Swim England's Facilities Officer in 2023 identified the following issues:

- 'There appears to be unmet demand across the central part of the borough, including King's Lynn itself'.
- 'There are three local authority owned facilities, Oasis LC, Downham LC and St James Leisure and Fitness Centre'.
- 'All the local authority owned pools are at an age where replacement could be likely to ensure long term sustainability'.
- 'We are unaware of any significant investment into aquatic facilities in recent years'.
- 'Swim England is of the opinion that future development and investment is needed to provide accessible water space for the community'.

- 'We would advise that with a number of facilities having reached 25yrs+, a site condition survey should be completed to assess potential refurbishment works'.

6.11 Future demand for swimming pools

6.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

6.11.2 Participation rates

One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. The most recent covid-affected figures have been excluded as anomalous.

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for swimming at national level since 2015:

Table 30: 'Active Lives' Survey: National swimming participation rates 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
11.0%	10.2%	10.5%	9.3%	5.2%	4.4%	8.2%	9.0%	-2.0%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 31: 'Active Lives' survey: Sports participation rates for Kings Lynn and West Norfolk 2015-2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

6.11.3 Future projections

Sport England has developed the Sport Facility Calculator (SFC), to help to quantify how much additional demand for key community facilities like swimming pools, will be generated by population increases. The SFC uses Sport England survey data on who uses facilities and applies this to the population profile of the local area. This builds up a profile of usage, which can be then applied to estimate how much demand any given population would generate. For the purposes of projecting future demand in Kings Lynn and West Norfolk current participation rates have been assumed since there have been no statistically significant increases since 2015, either locally in the borough or for swimming. Two population scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Based upon this, the SFC calculates demand for an additional 54.26sq.m of water space, which is equivalent to 0.94 of a 25m pool lane or 0.24 of a four-lane 25m pool with full community access.
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%. Based upon this, the SFC calculates demand for an additional 263.43sq.m of water space, which is equivalent to 4.94 25m pool lanes or 1.23 four-lane 25m pools with full community access.

6.12 Key findings on demand

The key findings are as follows:

- Two of the three pools in the borough (in Kings Lynn and Downham Market) are currently used to well above the ‘comfortable capacity’ figure.
- Sport England’s Sport Facility Calculator projects future demand for an additional 52.26sq.m of water space, which is equivalent to 0.94 of a 25m pool lane or 0.24 of a four-lane 25m pool based on the lower population projection and 264.43sq.m of water space, which is equivalent to 4.94 25m pool lanes or 1.23 four-lane 25m pools based on the higher population projection.

6.13 Changes since 2023

The key changes are as follows:

- There have been no significant changes in swimming pool demand in Kings Lynn and West Norfolk, although local rates of sport and physical activity and national rates of swimming participation continue to rise after the covid pandemic, overall levels are still significantly below the levels in 2015.
- The Borough Council has commissioned ‘runs’ of Sport England’s Facilities Planning Model to assess the implications of replacing the existing pools in Hunstanton and Kings Lynn with new facilities (see below).
- Plans are currently being considered to replace the St. James’s Street Pool with a new facility at Lynnsport comprising a 6-lane x 25m main pool and a 4-lane x 20m learner pool, with the new provision totalling 495sq.m, a net gain of 66sq.m of water space.

6.14 Facilities Planning Model Assessment

6.14.1 Introduction

To supplement and complement the strategic assessment, Kings Lynn and West Norfolk Borough Council commissioned an additional assessment of swimming pool needs using the Sport England Facilities Planning Model (FPM) spatial modelling tool. The FPM study is a quantitative, accessibility and spatial assessment of the supply, demand and access to swimming pools in the borough. It included three modelling ‘runs’:

- A baseline assessment of provision in 2023.
- A forward assessment of demand for swimming pools and its distribution, based on the projected changes in population between 2023 and 2033 and changes in supply in King's Lynn and West Norfolk (Oasis Leisure Centre excluded and the proposed Fakenham Sports and Fitness Centre Swimming Pool included).
- An assessment of the impact that further modelled options for changes in supply in King's Lynn and West Norfolk (King's Lynn New Swimming Pool replacing St James Swimming and Fitness Centre and a new swimming pool in Hunstanton replacing the Oasis Leisure Centre) have in meeting the demand for swimming pools and its distribution up to 2033.

6.14.2 Key findings

- The provision of both King's Lynn New Swimming Pool and Hunstanton New Swimming Pool are supported by the FPM assessment, but further consideration should be given to the scale of water provision at each site.
- The outcome is that the King's Lynn and West Norfolk will then have a significantly improved swimming offer, with a fit-for-purpose modern stock of swimming pools in the three main towns (including Downham Market) that provides all swimming activities. This will increase the attractiveness of the offer and contribute to viability.
- The Borough has a very large land area with small levels of demand located in small settlements throughout. This leads to quite a high level of unmet demand, but this is distributed in small amounts in many areas and is caused by these settlements being located too far from a swimming pool. The amount of unmet demand in these areas is insufficient to justify further swimming pool provision.
- Almost all the satisfied demand is met within the Borough. Demand is greatest in King's Lynn and Downham Market.

6.14.3 Conclusions

The quantitative and spatial findings interact to identify that:

- Nearly all the demand for swimming can be met with new pools in Kings Lynn and Hunstanton, to replace the existing facilities, but King's Lynn New Swimming Pool and Downham Leisure Centre are still projected to be very full at peak times. The intervention is to consider increasing the scale of the pool at King's Lynn and increase availability (opening hours) at Downham Market.
- Hunstanton New Swimming Pool is projected to be reasonably full at 52%. The intervention is to increase utilisation at peak times by including tourism use or reduce the scale of the pool.

6.15 *The balance between swimming pool supply and demand*

Four criteria have been assessed to evaluate the balance between swimming pool supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

6.16 Quantity

6.16.1 Current needs

Current swimming pools in Kings Lynn and West Norfolk are assessed to be operating with some limited spare capacity based upon the following evaluation:

- **Used peak capacity:** Two of the key pools in the borough (in Kings Lynn and Downham Market) are currently used to well above the ‘comfortable capacity’ figure of 70%.
- **Unmet demand:** Given the high levels of used capacity, there is some evidence of unmet demand.

6.16.2 Future needs

Additional pool space will be required to meet future needs.

- **Population increases:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.

6.17 Quality

6.17.1 Current quality

The pools in Kings Lynn and Hunstanton are ageing and need refurbishment or replacement.

6.17.2 Future quality

The St. James’s and Oasis Pools were built in 1974 and 1984 respectively and both need major refurbishment or replacement. It is currently proposed to replace both facilities, based upon the assessment of need.

6.18 Accessibility

6.18.1 Current accessibility

All parts of the borough are within a 20-minute drivetime catchment of the nearest swimming pool.

6.18.2 Future accessibility

To ensure that there is adequate accessibility to swimming pools in the future, an appropriate level of developer contributions will be required to upgrade existing facilities and/or to provide new ones, appropriately located in relation to the new population.

6.19 Availability

6.19.1 Current availability

Current availability is good, with the three leisure centre available for casual swimming on a non-membership basis, as well as club and schools hire and swimming lessons.

6.19.2 Future availability

It has been assumed that the current availability of pools will remain for the duration of the strategy period to 2040.

6.20 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which swimming pools provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Swimming is an activity that appeals to a broad cross-section of the community, both residents and visitors to the borough.
- The high utilisation rates at existing swimming pools preclude the introduction of opportunities to accommodate additional need and demand from current non-participants.

6.21 The options for securing additional swimming pool capacity

The Council is seeking to improve access to swimming across the borough by replacing the ageing facilities at St. James Swimming and Fitness Centre in King's Lynn and the Oasis in Hunstanton. It is currently working with external partners to define the exact facility mix and location for the new facilities. The emerging options include replacing the St. James pool by developing a new facility at Lynnsport and replacing/refurbishing the Oasis on their current site.

In addition to the quantum of water space, a range of other factors are being considered including improved access for disability and inclusive swimming, spectator accommodation, energy efficiency and car parking

For the replacement facility in Kings Lynn, three possible main pool configurations are being considered, all of which include a learner pool larger than the current St James learner pool, with main pool dimensions as follows. Currently option two is the favoured scenario.

- Option one: 25m x 13m (6 x 2.16m wide lanes) 325m² overall.
- Option 2: 25m x 15m (6 x 2.5m wide lanes) 375m² overall.
- Option 3: 25m x 17m (8 x 2.5m wide lanes) 425m² overall.

West Norfolk Swimming Club, supported by Swim England, has prepared a detailed report which argues strongly for Option 3 - that the replacement for St. James pool should be a 25 metre, eight-lane main pool supported by a learner pool. It bases its argument on a number of key points:

- The club has a waiting list amongst Masters swimmers. Additional water space will allow to grow from its current membership of 200.
- More water space and improved access is required to make provision for para-swimming (disability swimming). Up until now the club has not been able to develop a para-swimming squad.
- An eight lane pool would enable the staging of county and regional competitions.
- The larger pool could be built in a cost-effective manner with an increased capital cost estimated to be only £213,000. It should be noted that if the additional changing and related space related to this expansion is included, based upon Sport England guidance the additional cost is closer to £2,000,000.

Swim England supports the development of an eight lane pool as making a contribution to reducing the current deficit in water space.

6.22 Policy considerations

The options for securing existing and additional swimming pool capacity to meet current and future needs are as follows:

6.21.1 Protect

Local/Neighbourhood Plan policies for the protection of swimming pools through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

6.21.2 Provide

The provision of a new pool with additional capacity in Kings Lynn to replace the St. James's Pool and a new pool in Hunstanton to replace the Oasis Pool, should be considered.

6.21.3 Enhance

Enhancing existing swimming pool capacity by ensuring that pool quality is enhanced when opportunities arise.

6.23 Action Plan

6.23.1 Introduction

The tables below set out the action plan for swimming pools to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

6.23.2 Key strategic actions

Table 32: Key strategic action plan for swimming pools

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing swimming pools	Consider including a policy in the Local Plan to protect all existing swimming pools.	KL&WNBC	-	-	High
Funding for future swimming pool needs	Ensure that provision is made to secure developer contributions towards new and improved facilities.	KL&WNBC	Developers	-	High
Demand equivalent to 0.24 25m x 6-lane pools by 2040 based on the lower population.	Consider providing additional pool capacity in Kings Lynn when the St. James Pool is replaced.	KL&WNBC	-	TBC	High
Demand equivalent to 1.23 25m x 6-lane pools by 2040 based on the higher population.	Consider providing additional pool capacity in Kings Lynn when the St. James Pool is replaced.	KL&WNBC	-	TBC	High

6.23.3 Site-specific actions

Table 33: Site-specific action plan for swimming pools

Site	Issues	Action	Lead	Partners	Resources	Priority
Downham Market Leisure Centre	Facility used to over-capacity in the peak period.	Review usage programme to maximise capacity.	KL&WNBC	-	-	Medium
Oasis Leisure Centre	The facility is ageing and needs to be replaced.	Provide a new pool in Hunstanton.	KL&WNBC	-	TBC	High
St. James Swimming and Fitness Centre	<ul style="list-style-type: none"> Facility used to over-capacity in the peak period. The facility is ageing and needs to be replaced. 	Provide a new pool in Kings Lynn.	KL&WNBC	-	TBC	High

7 HEALTH AND FITNESS

Key findings:

- **Quantity:** There are 17 publicly accessible health and fitness facilities currently available in Kings Lynn and West Norfolk, collectively comprising 837 equipment stations. Additional demand by 2040 is for an additional 68 stations based on the lower population estimate and 150 stations based upon the higher population estimate.
- **Quality:** The quality of facilities is generally 'good', although disabled access is poor at St. James's Swimming Centre.
- **Accessibility:** Almost the whole population of the borough is within 20-minutes' drivetime of at least one health and fitness facility.
- **Availability:** Five facilities offer 'pay-and-play' public access, but some of the other facilities offer a 'day pass' arrangement, allowing short-term access to non-members.

7.1 Introduction

This section examines health and fitness facilities in Kings Lynn and West Norfolk. These are defined as dedicated community accessible facilities with a range of exercise equipment.

7.2 Quantity

7.2.1 Health and fitness facilities with community use

The location and number of equipment stations at health and fitness facilities with community use in Kings Lynn and West Norfolk is as follows. All facilities have secured community access:

Table 34: Health and fitness facilities with community use in Kings Lynn and West Norfolk

Site	Address	Stations	Sub-area
Alive Lynnsport	Greenpark Avenue, Kings Lynn PE30 2NB	105	Kings Lynn
Crown Health Club	Downham Road, Outwell PE14 8SE	20	Downham Market
Downham Market Leis. Ctre	Bexwell Road, Downham Market PE38 9LL	60	Downham Market
Energise Pentney	Low Road, Pentney PE32 1JF	25	Kings Lynn
Everlast Fitness	Hamburg Way, Kings Lynn PE30 2ND	78	Kings Lynn
Heacham Manor	Hunstanton Road, Heacham PE31 7JX	20	Hunstanton
Heros Gym	Bryggen Road Kings Lynn PE30 2HZ	130	Kings Lynn
Imagine Health and Spa	Grimston Road Kings Lynn PE30 3HQ	32	Kings Lynn
Just4YouFitness	Hansa Court, Lubeck Rd, Kings Lynn PE30 2HN	70	Kings Lynn
Motiv8	Bergen Way, Kings Lynn PE30 2JG	50	Kings Lynn
Oasis Leisure Centre	Seagate Road, Hunstanton PE36 5BD	40	Hunstanton
Rebel 24	St. Hilary Trade Park, Kings Lynn PE30 4NA	50	Kings Lynn
Searles Leisure Resort	South Beach Road Hunstanton PE36 5BB	17	Hunstanton
St. James Swimming Centre	Blackfriars Street, Kings Lynn PE30 1NN	18	Kings Lynn
Snap Fitness	St. Nicholas Retail Park, Kings Lynn PE30 2HW	50	Kings Lynn
The Gym Group	Hardwick Road, Kings Lynn PE30 4YN	60	Kings Lynn
Valeo Athletic Fitness	Paxman Rd, Kings Lynn PE30 4NE	12	Kings Lynn
TOTAL	-	837	-

7.2.2 Health and fitness facilities without community use

There are no health and fitness facilities in Kings Lynn and West Norfolk with no community use.

7.2.3 Sub-area analysis

The distribution of fitness facilities by sub-area in Kings Lynn and West Norfolk is as follows. It shows that per capita rates of provision vary widely, being best in Kings Lynn and poorest in Downham Market:

Table 35: Health and fitness facilities with community use by sub-area in Kings Lynn and West Norfolk

Sub-area	Sub-area population 2020	No. stations	Stations per capita
Hunstanton and surrounds	28,316	77	1: 368
Kings Lynn and surrounds	67,643	680	1: 99
Downham Market and surrounds	55,286	80	1: 691
KL & WEST NORFOLK	151,245	837	1: 181

7.3 Quality

7.3.1 The criteria assessed

The quality of health and fitness facilities was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were evaluated were as follows:

- **Fitness facilities:** The overall condition, mix of cardio-vascular and resistance equipment, lighting and ambience.
- **Changing facilities:** Capacity, condition and fitness for purpose.
- **Disability access:** Provision of disability-specific equipment and disabled access throughout.
- **General access:** Car parking, lighting, signposting and proximity to public transport.

7.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

Table 36: Health and fitness facilities with community use in Kings Lynn and West Norfolk: Quality audit

Facility	Fitness facilities	Changing	Disability Access	General access
Alive Lynnsport	5	5	5	5
Crown Health Club	4	4	3	5
Downham Market Leis. Ctre.	4	3	4	4
Energise Pentney	4	5	4	3
Everlast Fitness	5	5	4	5
Heacham Manor	5	5	5	5
Heros Gym	5	3	3	3
Imagine Health and Spa	4	5	4	4
Just4YouFitness	5	4	4	4

<i>Facility</i>	<i>Fitness facilities</i>	<i>Changing</i>	<i>Disability Access</i>	<i>General access</i>
Motiv8	4	3	3	4
Oasis Leisure Centre	5	5	4	4
Rebel 24	5	4	4	4
Searles Leisure Resort	5	4	4	4
St. James Swimming Centre	2	2	2	5
Snap Fitness	5	5	5	5
The Gym Group	5	4	4	4
Valeo Athletic Fitness	4	3	3	4

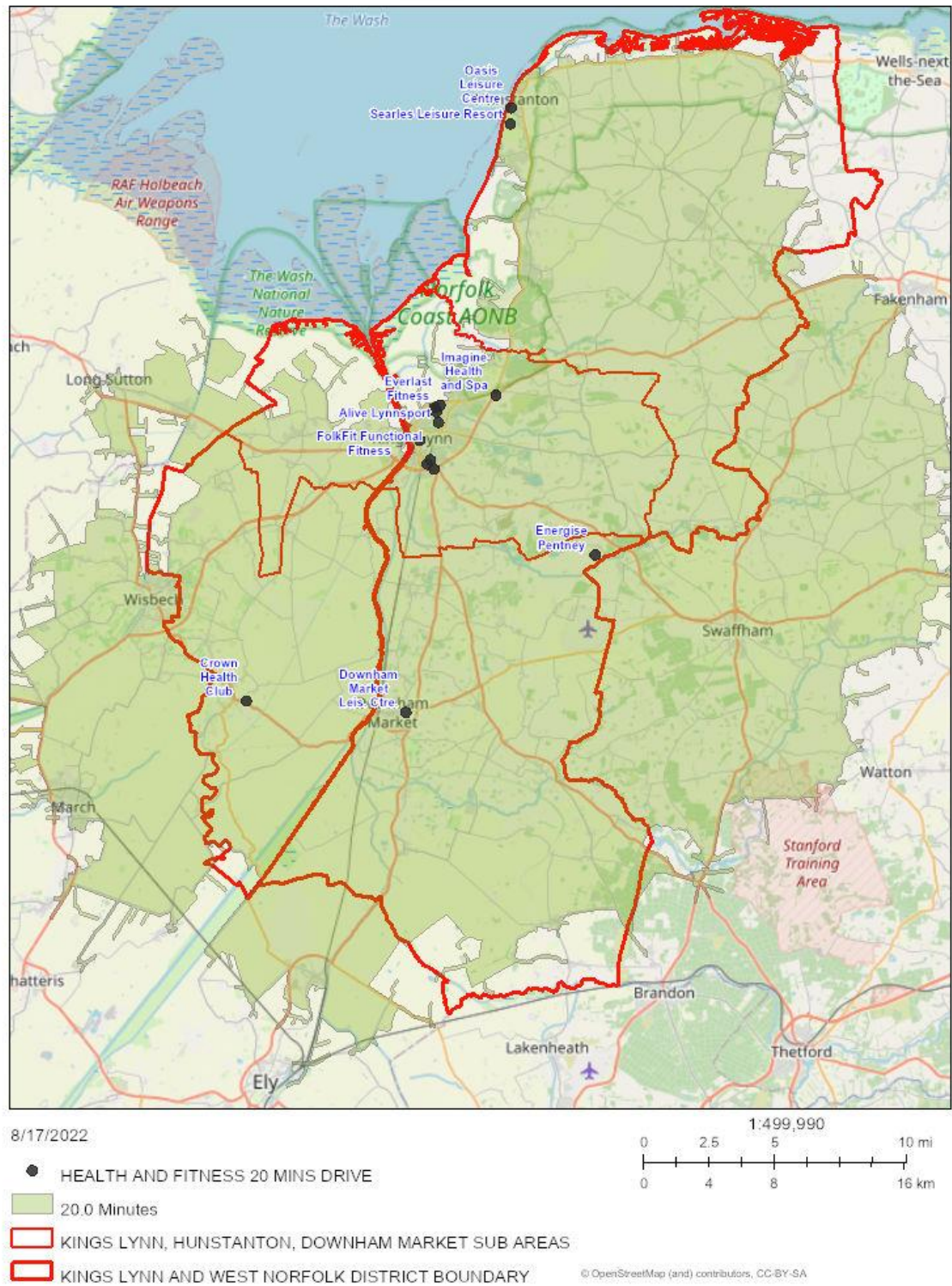
7.3.3 Disabled access

Only Alive Lynnsport has specialist adaptive equipment for disabled users, but the equipment at most other facilities can be used by people with impaired mobility. The facility at St. James's Swimming Centre is rated as poor for disabled access.

7.4 Accessibility

Based on Sport England research, the 'effective catchment' for health and fitness facilities is 20 minutes driving time. The map overleaf shows that almost the whole population of the borough is within 20-minutes' drivetime of at least one health and fitness facility.

KINGS LYNN & WEST NORFOLK Health and Fitness 20 Minutes Drive



7.5 Availability

The table below identifies the opening hours, usage arrangements and pricing (shown as monthly direct debit costs to facilitate comparison).

Table 37: Health and fitness facilities with community use in Kings Lynn and West Norfolk: Availability

Facility	Opening hours and basis of use	Pricing
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm Membership and 'pay-and-play'	Adult membership £25 per month Junior membership £15 per month Adult member £6.90 Adult non-member £5.40 Junior member £5.35 Junior non-member £3.80
Crown Health Club	Mon-Fri: 7am - 9pm Sat-Sun 9am - 6pm Members and hotel guests only	Membership £25 per month
Downham Market Leisure Centre	Mon-Fri 7am - 9.30pm Sat 8.30am - 5pm Sun 9am - 6.30pm Membership and 'pay-and-play'	Adult membership £25 per month Junior membership £15 per month Adult member £6.90 Adult non-member £5.40 Junior member £5.35 Junior non-member £3.80
Energise Pentney	Mon-Fri: 7am - 9pm Sat-Sun 9am - 6pm Members only	Membership £45 per month
Everlast Fitness	Mon-Thurs 6am - 10pm Fri 6am - 9pm Sat-Sun 8am - 8pm Members only	Membership £20 per month
Heacham Manor	Mon-Sun 7.30am - 8pm Members only but day passes available	Membership £35 per month Day passes £10
Heros Gym	Mon-Fri 6am - 10pm Sat 7am - 6pm Sun 7am - 2pm Members only	Membership £28 per month
Imagine Health and Spa	Mon-Fri 7am - 10pm Sat-Sun 7am - 8pm Members only	Membership £75 per month
Just4YouFitness	Mon-Thurs 5am-10pm Fri 5am-9pm Sat 7am-6pm Sun 8am-4pm	Membership from £50 per month
Motiv8	24 hours 7 days a week	Membership £14.99 per month
Oasis Leisure Centre	Mon-Fri 7am - 9.30pm Sat-Sun 7.30am - 6pm Membership and 'pay-and-play'	Adult membership £25 per month Junior membership £15 per month Adult member £6.90 Adult non-member £5.40 Junior member £5.35 Junior non-member £3.80

<i>Facility</i>	<i>Opening hours and basis of use</i>	<i>Pricing</i>
Rebel 24	24 hours 7 days a week	Membership £19.99 per month
Searles Leisure Resort	Mon-Sun 7am - 10pm Membership and 'pay-and-play'	Membership £26.50 per month Day pass £5
St. James Swimming Centre	Mon-Fri 6am - 9pm Sat 7am - 5pm Sun 8am - 7pm Membership and 'pay-and-play'	Adult membership £25 per month Junior membership £15 per month Adult member £6.90 Adult non-member £5.40 Junior member £5.35 Junior non-member £3.80
Snap Fitness	24 hours 7 days a week	Membership £40.99 per month
The Gym Group	24 hours 7 days a week	Membership £19.99 per month
Valeo Athletic Functional Fitness	Mon-Fri 6.30am - 8.30pm Sat 9am - 1pm Sun 9am - 12pm Members only	Membership £75 per month

7.6 Key findings on supply

The key findings are as follows:

- There are 17 publicly accessible health and fitness facilities currently available in Kings Lynn and West Norfolk, collectively comprising 837 equipment stations. All have secured community access.
- Levels of provision per capita vary widely across the borough, with the Kings Lynn sub-area having almost seven times the rate of equipment stations per 1,000 people than the Downham Market sub-area and around four times the rate in the Hunstanton sub-area.
- The quality of facilities is generally 'good', although disability access is problematic at St. James's Swimming Centre.
- Almost the whole population of the borough is within 20-minutes' drivetime of at least one health and fitness facility.
- Five facilities offer 'pay-and-play' public access, but many of the remaining facilities offer a 'day pass' arrangement, allowing short-term access on a non-membership basis.
- Membership charges vary between £20 and £75 per month, although there are discounted introductory offers at many facilities. There are varying approaches to membership terms with some operators insisting on minimum term contracts whilst others allow month by month membership with the ability to cancel at any time.

7.7 Changes since 2023

The main changes in fitness facilities supply in Kings Lynn and West Norfolk since 2023 were@

- The opening of Snap Fitness in Kings Lynn in April 2025, which added an additional 50 fitness stations to local supply.

- The opening of a new fitness facility at Heacham Manor, which added an additional 20 fitness stations to local supply.

7.8 Current demand for health and fitness facilities

7.7.1 Expressed demand

The 2024 *'State of the UK Fitness Industry'* report reveals that the UK health and fitness industry is continuing to grow, with just over 7,000 fitness facilities, a fall of 3.3% from the high of 7,239 in 2019.

10.7 million people in the UK (1 in 7) was a member of a gym in 2024, an all-time penetration rate high of 15.9%. The low-cost market with its large membership numbers, online joining, long opening hours and low-prices has continued to expand rapidly. The private low-cost sector now accounts for 12% of the total number of private clubs, 13% of the private market value and 32% of the private sector membership.

- Pure Gym and GLL remain the UK's leading private and public operators (by number of gyms and members).
- Local fitness facility operators all indicated that there was an overall growth in the market (although no actual figures were given due to commercial sensitivity) although it is highly competitive and gyms are having to work hard to maintain their share of the market. Members are now more sophisticated and willing to switch between clubs. Operators are having to develop a wider range of fitness products including individual, health-related programmes and app-based fitness regimes and to vary and update their classes on a regular basis to keep up to date with changing fashions.

7.7.2 Spare capacity

Consultations with local health and fitness facility operators revealed that there is some spare capacity at peak periods. All but the smallest operators emphasise 'no waiting' as a selling point to prospective members. Peak time spare capacity is assessed to be around 10% or the equivalent of 77 equipment stations.

7.7.3 Displaced demand

Displaced demand relates to use of health and fitness facilities from within the study area which takes place outside of the area. The following facilities are located in adjacent areas, close enough to the borough boundary to provide usage opportunities for residents of the borough.

Table 38: Proximity of health and fitness facilities in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Alderman Peel Sports College	Market Lane, Wells-next-the-Sea NR23 1RB	4 miles
Brandon Leisure Centre	Church Road, Brandon IP27 0JB	2 miles
Cromwell Barn Fitness Centre	Oak Street, Fakenham NR21 9DX	4 miles
Ironworks Gym	Europa Way, Wisbech PE13 2TZ	1 mile
Lakers Gymnasium	Anglia Way, Wisbech PE13 2TY	1 mile
Lynx Fitness (Brandon)	Wimbledon Avenue, Brandon IP27 0NZ	2 miles
Pure Gym Wisbech	Cromwell Road, Wisbech PE14 0RG	1 mile
Fakenham Sports Centre	Trap Lane, Fakenham NR21 9HL	4 miles
Tydd St. Giles Country Club	Kirkgate, Tydd St. Giles PE13 5NZ	1 mile
Hudson Leisure Centre	Harecroft Road, Wisbech PE13 1RL	1 mile
Thomas Clarkson Academy	Corporation Road, Wisbech PE13 2SE	1 mile
Wisbech Grammar School	North Brink, Wisbech PE13 1JX	1 mile

7.7.3 Unmet demand

UK Active has devised a model that provides guidance on the supply of health and fitness stations against the current anticipated demand. The model uses national data from fitness facility operators, with the most recent local data for health and fitness participation from the 'Active Lives' survey. The model anticipates a need for 836 fitness stations, which compares with actual supply of 837 stations, supply and demand are almost exactly balanced.

Table 39: Health and fitness facilities in Kings Lynn and West Norfolk: Demand modelling

Element	Value	Number
Kings Lynn and West Norfolk adult population	-	126,185
% health and fitness participants	5.95%	7,508
Average visits per week	2.4	18,019
No. visits at peak period	65%	11,712
Capacity in one hour of peak time	28	418
No. stations required at peak time	-	836

7.9 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. Health and fitness facilities have a particular role to play in this, given the breadth of appeal to all age groups.

7.10 Assessments of need in neighbouring areas

The table below summarises strategic assessments of health and fitness facilities needs in neighbouring areas.

Table 40: Assessments of health and fitness facilities needs in neighbouring areas

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
East Cambs District Council	The <i>East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan</i> (2015) identifies an undersupply of 28 stations in 2011, with a projected undersupply of 8 stations by 2026.	There is no spare capacity to meet any exported demand from Kings Lynn and West Norfolk.
Fenland District Council	The <i>Fenland District Indoor Sports Facility Strategy 2016 - 2031</i> (2016) identifies current spare capacity of 278 fitness stations in the district, with a surplus of 226 stations in 2031.	There is significant spare capacity that can meet needs from the Downham Market sub-area in particular.
South Holland District Council	The <i>South Holland Sports Facilities Strategy 2018-2023</i> (2018) identifies that existing health and fitness facilities are currently operating at full capacity and that there will be a need for an additional 51 stations by 2040.	There is no spare capacity to meet any exported demand from Kings Lynn and West Norfolk.
North Norfolk District Council	The <i>North Norfolk Indoor Leisure Facilities Strategy</i> (2015) identified that 'Overall there is a good distribution of gyms across the whole district, with all the main towns (except Cromer) served by centres'.	There is some spare capacity that can meet needs from the Hunstanton sub-area in particular.
Breckland District Council	The Council's <i>Evidence Base for Indoor and Built Sports and Recreation Facilities</i> (2017) identified that for health and fitness facilities 'supply exceeds demand by 80 stations'.	There is some spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.
West Suffolk Council	The <i>West Suffolk Sports Facilities Assessment</i> (2022) concludes that 'there is spare capacity equivalent to 224 stations'.	There is some spare capacity in the Brandon sub-area that could serve the needs of residents from the Downham Market sub-area in particular.

7.11 Future demand for health and fitness facilities

7.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

7.11.2 Participation rates

One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. Recent covid-affected figures have been excluded as anomalous.

- **National trends:** Sport England's *Active Lives* survey has recorded adult (16+) weekly participation rates for fitness activities since 2016:

Table 41: 'Active Lives' survey: Health and fitness facilities national participation rates 2016 - 2023

2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
29.5%	30.0%	30.8%	28.0%	24.9%	27.2%	28.7%	-0.8%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 42: 'Active Lives' survey: Kings Lynn and West Norfolk sports participation rates 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

7.11.3 Future projections

Two scenarios are considered:

- **ONS Projections:** The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 or 3.1%. Based on current demand for 837 equipment stations effective spare capacity of 10% at local facilities in the peak period (equivalent to 84 stations). Population growth of 3.1% will create a demand for an additional 26 stations by 2040. Participation increases of 15% will create demand for a further 126 stations by 2040, creating total additional demand for 152 stations.

Table 43: Health and fitness demand Kings Lynn and West Norfolk based on lower population estimates

Element	No. stations
Existing stations	837
Existing peak demand	753
Existing spare capacity	84
Population increase (3.1%)	26
Participation increase (15%)	126
No. stations required at peak time by 2040	905
Surplus(+)/deficit(-)	-68

- **Housing projections:** A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%. Based on current demand for 817 equipment stations effective spare capacity of 10% at local facilities in the peak period (equivalent to 82 stations). Population growth of 16.1% will create a demand for an additional 118 stations by 2040. Participation increases of 15% will create demand for a further 123 stations by 2040, creating total additional demand for 241 stations.

Table 44: Health and fitness demand Kings Lynn and West Norfolk based on higher population estimates

Element	No. stations
Existing stations	837
Existing peak demand	753
Existing spare capacity	84
Population increase (16.1%)	121
Participation increase (15%)	113
No. stations required at peak time by 2040	1,071
Surplus(+)/deficit(-)	-150

7.12 Key findings on demand

The key findings are as follows:

- Demand for health and fitness facilities in Kings Lynn and West Norfolk equates to 836 equipment stations, based upon the UK Active market calculation.
- With 837 stations at facilities in Kings Lynn and West Norfolk, supply and demand is almost precisely balanced, although collective peak time spare capacity of around 10%, or the equivalent of 84 stations, is still evident within Kings Lynn and West Norfolk.
- Based on the lower population projections, additional demand for 152 stations by 2040 will require the provision of an additional 68 equipment stations.
- Based on the higher population projections, additional demand for 234 stations by 2040 will require the provision of an additional 150 equipment stations.

7.13 Changes since 2023

National fitness facility participation rates increased by 1.5% between 2022 and 2023.

7.14 The balance between health and fitness supply and demand

Four criteria have been assessed to evaluate the balance between health and fitness facility supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

7.15 Quantity

7.14.1 Current needs

Current health and fitness facilities in Kings Lynn and West Norfolk are assessed to be operating at close to full capacity, based upon the following evaluation:

- **Used peak capacity:** Current peak capacity averages 90% across all facilities.
- **Unmet demand:** There is evidence that some unmet demand is being exported to facilities in neighbouring areas, equivalent to 19 fitness stations.

7.14.2 Future needs

The quantity of health and fitness provision required to meet future needs has been assessed as follows:

- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to increase at 1% per annum.
- **Population increases:** Two scenarios are considered:
 - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
 - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

Based on the lower population estimate, there will be a need for an additional 68 fitness stations by 2040 and based upon the higher population estimate, there will be a need for an additional 150 equipment stations.

7.16 Quality

7.15.1 Current quality

The quality of facilities is generally 'good'.

7.15.2 Future quality

In a highly competitive market, commercial health and fitness providers place a premium on equipment innovation and facility quality, so it seems reasonable to assume that local provision will continue to be upgraded regularly.

7.17 Accessibility

7.16.1 Current accessibility

The whole population is within 20 minutes driving time of the nearest health and fitness facility.

7.16.2 Future accessibility

Commercial health and fitness operators are likely to ensure that additional facilities are provided that are well-located in relation to new housing developments.

7.18 Availability

7.17.1 Current availability

Membership charges vary between £20 and £75 per month, although there are discounted introductory offers at many facilities. There are varying approaches to membership terms with some operators insisting on minimum term contracts whilst others allow month by month membership with the ability to cancel at any time.

7.17.2 Future availability

With a competitive local market, it seems unlikely that cost will be a barrier to accessibility in the future. However, less affluent residents may be discouraged by long-term contracts and the comparative paucity of ‘pay-and-play’ facilities.

7.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which health and fitness facility provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Health and fitness appeals to a broad cross-section of the community, both residents and visitors to the borough.
- Whilst there is some limited spare capacity at existing health and fitness facilities in the borough, a significant amount of demand is exported to neighbouring areas.
- The council offers a Lifestyle Referral Scheme at its health and fitness facilities in collaboration with a number of local health partners. There would be benefits in extending this initiative to involve other local health and fitness providers.

7.20 The options for securing additional health and fitness capacity

The options for securing existing and additional health and fitness facility capacity to meet current and future needs are as follows:

7.18.1 Protect

Local/Neighbourhood Plan policies for the protection of existing health and fitness facilities through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, including those with membership-only access, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

7.18.2 Provide

Ensuring that extra health and fitness capacity is achieved by encouraging the provision of health and fitness facilities by commercial leisure providers.

7.18.3 Enhance

Enhancing existing health and fitness capacity for people with disabilities.

7.21 Action Plan

The table below sets out the action plan for health and fitness facilities to guide the implementation of the strategy. All actions are generic, rather than facility specific. The implementation of proposals will subject be to resource availability (and in some instances detailed feasibility work) both in terms of funding and the staffing necessary to undertake the work required to pursue the actions.

Table 45: Health and fitness facilities action plan

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Protection of existing health and fitness facilities.	Consider including a policy in the Local Plan to protect all existing health and fitness facilities.	KL&WNBC	-	-	High
Need for an additional 150 fitness stations by 2040 based on the higher population estimate.	Encourage additional provision by commercial providers and expand capacity at the Council-owned facilities when opportunities allow.	All providers	-	-	High
Poor disabled access and general fitness facility provision at St. James's Pool.	Improve disabled access and general fitness facility provision at St. James's Pool when it is refurbished.	KL&WNBC	-	TBC	High
Funding for future health and fitness needs.	Ensure that provision is made to secure developer contributions towards and improved facilities.	KL&WNBC	-	-	High

8 SQUASH COURTS

Key findings:

- **Quantity:** There are two squash facilities with community access in Kings Lynn and West Norfolk, collectively containing four squash courts. There is sufficient spare capacity to meet additional demand to 2040 based on both the lower and higher population projections.
- **Quality:** The quality of most facilities is rated as 'good'.
- **Accessibility:** Most of the population is within 20-minutes' drive of a squash court.
- **Availability:** Four courts available on a 'pay-and-play' basis.

8.1 Introduction

This section examines the provision of squash courts in Kings Lynn and West Norfolk. Squash courts are defined as specialist courts for squash and racquetball, complying with regulation dimensions.

8.2 Quantity

8.2.1 Squash Courts with Community Use

The location and number of squash courts with community use in Kings Lynn and West Norfolk is as follows. All facilities have secured community access:

Table 46: Squash courts with community access in Kings Lynn and West Norfolk

<i>Facility</i>	<i>Address</i>	<i>Courts</i>	<i>Year built/ refurbished</i>	<i>Sub-area</i>
Alive Lynnsport	Greenpark Avenue, King's Lynn PE30 2NB	3	2014	Kings Lynn
Oasis Leisure Centre	Seagate Road, Hunstanton PE36 5BD	1	2007	Hunstanton

8.2.2 Squash Courts without Community Use

Table 47: Squash courts without community access in Kings Lynn and West Norfolk

<i>Facility</i>	<i>Address</i>	<i>Courts</i>	<i>Year built</i>	<i>Sub-area</i>
Bircham Newton Training Centre	B1155, Bircham Newton PE31 6RH	2	1970	Kings Lynn
RAF Marham	Woodview Road, Marham PE33 9JX	2	1972	Downham Market

8.2.3 Squash courts where use was recently discontinued

Table 48: Squash courts in Kings Lynn and West Norfolk where use is discontinued

Facility	Address	Courts	Year built/ refurbished	Sub-area
Crown Squash Club	40 Downham Road Outwell PE14 8SE	2	2007	Downham Market
Downham Market Squash Club	Mill Lane, Downham Market PE38 9QT	2	2006	Downham Market

8.2.4 Sub-area analysis

Squash courts with community use by sub-area in Kings Lynn and West Norfolk are as follows:

Table 49: Squash courts with community access by sub-area in Kings Lynn and West Norfolk

Sub-area	Sub-area population 2020	No. courts	Courts per capita
Hunstanton and surrounds	28,316	1	1: 28,316
Kings Lynn and surrounds	67,643	3	1: 22,548
Downham Market and surrounds	55,286	0	-
KL & WEST NORFOLK	151,245	4	1: 37,811

8.3 Quality

8.3.1 The criteria assessed

The quality of squash courts was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were assessed to give a single overall score for each squash facility were the court surface, changing provision, line markings, walls, disability and general access and fitness for purpose.

8.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’ (highlighted in green below), 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’. The ratings for the squash courts in Kings Lynn and West Norfolk are shown in the table below.

Table 50: Squash facilities with community access in Kings Lynn and West Norfolk: Quality audit

Facility	Courts	Changing	Disability Access	General Access
Alive Lynnsport	5	5	5	5
Downham Market Squash Club	4	4	3	4
Oasis Leisure Centre	4	5	4	4

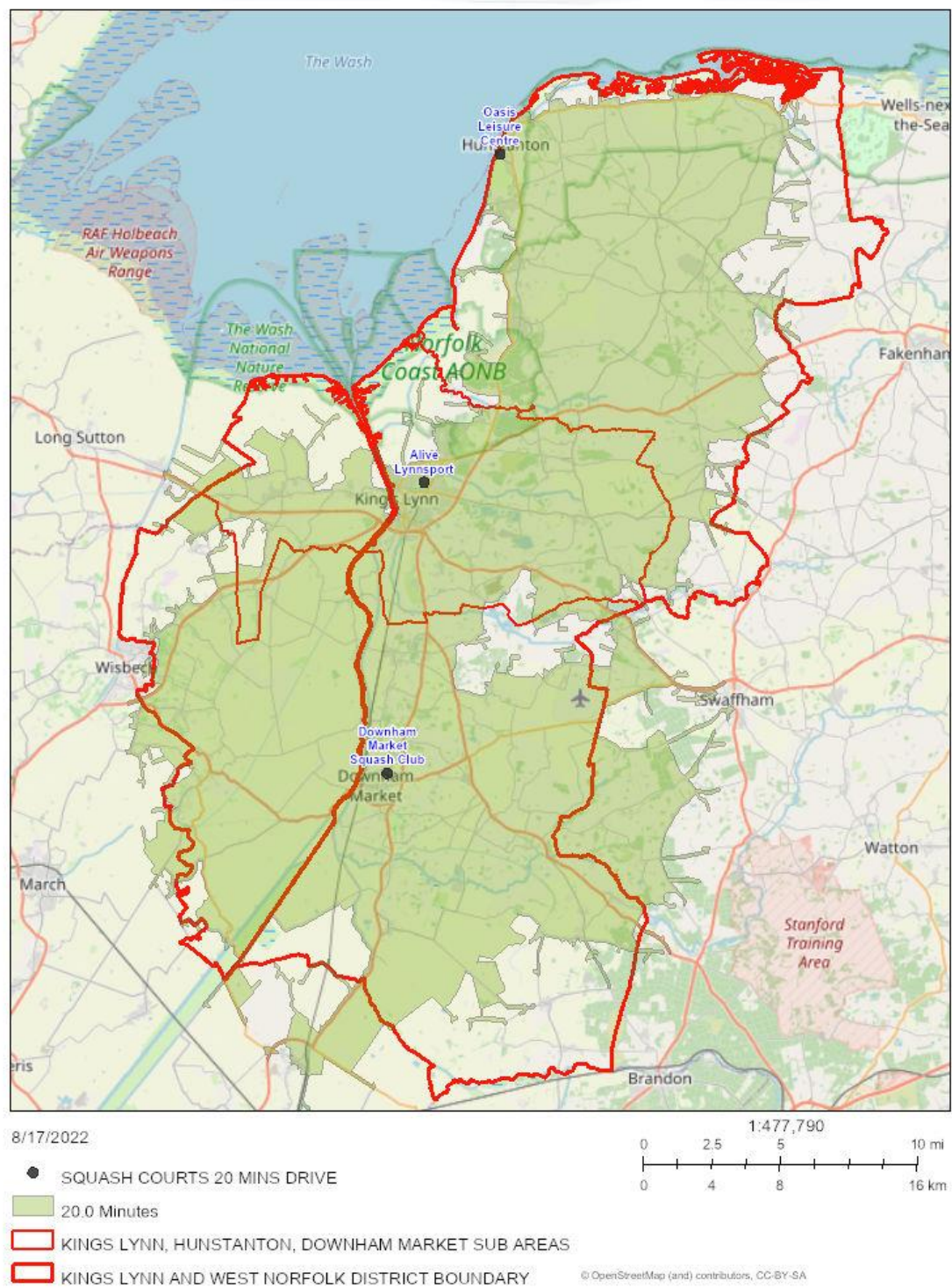
8.3.3 Disabled access

There are no specific issues with disabled access at any of the squash courts in the borough.

8.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for squash courts is 20 minutes driving time. Most of the population is within 20-minutes’ drive of a squash court.

KINGS LYNN & WEST NORFOLK Squash Courts 20 Minutes Drive



8.5 Availability

The table below identifies the opening hours, usage arrangements, pricing and used capacity in the peak period.

Table 51: Squash courts with community access in Kings Lynn and West Norfolk: Availability

Facility	Opening hours and basis of use	Pricing	Peak usage
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm 'Pay-and-play'	Adult court hire £6.00 - £11.50 for 40 mins Junior court hire £4.50 - £8.60 for 40 mins	60%
Oasis Leisure Centre	Mon-Fri 7am - 9.30pm Sat-Sun 7.30am - 6pm 'Pay-and-play'	Adult court hire £6.00 - £11.50 for 40 mins Junior court hire £4.50 - £8.60 for 40 mins	40%

8.6 Key findings on supply

The key findings are as follows:

- There are two facilities with community use in Kings Lynn and West Norfolk, collectively containing four squash courts. Both have secured community access.
- England Squash states that there should be one squash court per 10,000 people in England, based upon existing levels of provision. Current per capita levels of provision in Kings Lynn and West Norfolk are worse than the national average at one court per 37,811 people.
- The quality of most facilities is rated as 'good'.
- 'Pay-and-play' squash courts are available at all the sites.
- Most of the population is within 20-minutes' drive of a squash court.

8.7 Changes since 2023

Downham Market Squash Club closed in 2024, reducing the supply of courts in the borough by one-third.

8.8 Current demand for squash courts

8.7.1 Expressed demand

Peak period demand at Squash courts in Kings Lynn and West Norfolk is relatively low, with substantial peak-time spare capacity.

Table 52: Squash courts with community access in Kings Lynn and West Norfolk: Used capacity

Facility	Peak usage
Alive Lynnsport	60%
Oasis Leisure Centre	40%

8.7.2 Displaced demand

Displaced demand relates to users of squash courts from within the study area which takes place outside of the area. The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents.

Table 53: Proximity of squash courts in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Brandon Leisure Centre	Church Road, Brandon IP27 0JB	2 miles
Fakenham Sports Centre	Trap Lane, Fakenham NR21 9HL	4 miles
Wisbech Squash Club	Harewood Road, Wisbech PE13 1RL	1 mile

8.7.3 Unmet demand

Unmet demand involves two components:

- Demand that cannot be met within a facility catchment due to excess demand for that facility.
- Demand that cannot be met because it is located outside the catchment of a facility.

There is no evidence of any unmet demand.

8.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of squash court needs in neighbouring areas.

Table 54: Assessments of squash court needs in neighbouring areas

Local Authority	Facilities priorities	Implications for King Lynn and West Norfolk
East Cambs District Council	The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) identifies that 'all main settlements and the vast majority of residents in East Cambridgeshire have access to squash facilities within a 20 minute drive time'.	There is substantial spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.
Fenland District Council	The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies that Wisbech Squash Club has declining membership and that 'no need for additional squash courts has been identified in the area, assuming the existing level of supply is retained'.	There is significant spare capacity in Wisbech that can meet needs from the Downham Market sub-area in particular.
South Holland District Council	The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'the courts in the district are currently used to 50% capacity in the peak period, there is no evidence of unmet demand in the district'.	There is substantial spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.
North Norfolk District Council	The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'it is unlikely there is a need for additional courts'.	There is some spare capacity in Fakenham that can meet needs from the Hunstanton sub-area in particular.

Local Authority	Facilities priorities	Implications for King Lynn and West Norfolk
Breckland District Council	The Council's <i>'Evidence Base for Indoor and Built Sports and Recreation Facilities'</i> (2017) identified that 'there is no identified need to provide further squash courts up to 2031'.	There is some spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.
West Suffolk Council	The <i>'West Suffolk Sports Facilities Assessment'</i> (2022) concludes that 'current squash courts are collectively assessed to be at operating with spare capacity and no additional courts will be required by 2040'.	The court in the Brandon sub-area could serve the needs of residents from the Downham Market sub-area in particular.

8.10 Sport-specific priorities

England Squash and Racquetball's *'Squash in a Changing World 2021-2024'* (2021) contains the following material of relevance to squash court provision:

Table 55: Sport-specific facilities priorities for squash

Facilities priorities	Implications for Kings Lynn and West Norfolk
England Squash and Racquetball's <i>'Squash in a Changing World 2021-2024'</i> (2021) contains no facilities objectives, but there is a general aim to 'develop and introduce a broader range of playing opportunities that attract and retain players of all backgrounds, aspirations and skill levels'.	There is a limited role for the governing body in promoting squash court provision.

Consultation with the England Squash and Racquetball identified the following issues:

- 'Squash is a sport that has long been recognised as providing a great 'all around fitness workout' at all levels of play. It remains a very interesting option to casual players as well as committed club players. It is relatively simple for beginners to develop basic skills, instantly providing the opportunity for fun and a huge scope for progression. It provides an excellent workout in just 45 minutes. The sport of Racquetball (now rebranded by World Squash as Squash57) has in the past few years increasingly been gaining ground as a go-to sport for women and older people'.
- 'That said the number of people playing squash has clearly declined since the extraordinary heyday of the 1980s and 1990s - when it was a self-advertising, 'new' sport and first recognised as a very social activity. But all sports have their peaks and troughs of success and, although now less popular, squash still has a very strong following. Nationally, English players and representative teams are still amongst the best in the world'.
- 'Squash courts are, obviously, the essential facility requirement to play squash. Each club has its own courts and programme to attract new adult and junior players. In addition, the public availability of squash courts is essential - whilst clubs can organise local trial opportunities (especially for juniors) the public facilities in Leisure Centres have always been a playing opportunity that helps build the initial interest of so many new players to our sports'.

8.11 Future demand for squash courts

8.10.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

8.10.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for squash at national level since 2015. They show a significant fall in the period and have not recovered to pre-pandemic levels.

Table 56: 'Active Lives Survey: National participation rates for squash 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
1.0%	0.8%	0.7%	0.7%	0.4%	0.2%	0.6%	0.5%	-0.5%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 57: 'Active Lives' survey: Kings Lynn and West Norfolk sports participation rates 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

8.10.3 Future projections

National squash participation rates have been falling in recent years and set alongside reductions in general activity rates in Kings Lynn and West Norfolk over the same period, it would therefore be reasonable to assume that demand for squash will at best remain static until 2040. Based on current demand, there is effective spare capacity of 50% at local facilities in the peak period. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. In both cases, this can also be accommodated by existing spare capacity.

8.12 Key findings on demand

The key findings are as follows:

- Squash participation rates in Kings Lynn and West Norfolk are projected to remain static until 2040.

- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount.

8.13 Changes since 2023

Downham Market Squash Club closed in 2024, due to falling demand. National participation rates in Squash fell between 2022 and 2023.

8.14 The balance between squash court supply and demand

Four criteria have been assessed to evaluate the balance between squash court supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the courts fit for purpose for the users now and in the future?
- **Accessibility:** Are the courts in the right physical location for the users now and in the future?
- **Availability:** Are the courts available for those who want to use them now and in the future?

8.15 Quantity

8.14.1 Current needs

Current squash courts in Kings Lynn and West Norfolk are collectively assessed to be at operating with substantial spare capacity, based upon the following evaluation:

- **Used peak capacity:** The courts in the borough are currently used to 50% capacity in the peak period.
- **Unmet demand:** There is no evidence of any unmet demand.
- **Changes in supply:** There are no known planned changes to supply.

8.14.2 Future needs

Spare capacity at the existing courts will be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.

- **Additional needs:** With spare capacity at present, no additional courts will be required by 2040.

8.16 Quality

8.14.1 Current quality

The quality of most facilities is rated as ‘good’.

8.14.2 Future quality

Assuming that existing providers continue to invest in maintaining and improving their facilities and that this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

8.17 Accessibility

8.15.1 Current accessibility

The whole population is within 20 minutes driving time of the nearest squash court.

8.15.2 Future accessibility

Since the current facilities are geographically relatively well-located to serve boroughwide needs, they will continue to serve future needs, although the loss of provision in Downham Market creates a dependence on accessing facilities in neighbouring areas.

8.18 Availability

8.16.1 Current availability

Pay-and-play’ squash courts are available at both sites.

8.16.2 Future availability

It is reasonable to assume that similar usage arrangements will be offered in the future.

8.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which squash court provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Squash is a specialist activity that appeals to a limited cross-section of the community and as such it is unlikely to engage many new or lapsed participants.
- Some local courts have been re-purposed on a temporary or permanent basis to accommodate other sports and this flexibility allows a wider range of activities to be programmed using the space available.

8.20 The options for securing additional squash court capacity

The options for securing existing squash court capacity to meet current and future needs are:

8.18.1 Protect

Local/Neighbourhood Plan policies for the protection of existing squash courts through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

8.18.2 Provide

Future demand relating to population growth will not require the provision of additional squash courts.

8.18.3 Enhance

Enhancing existing squash courts by ensuring that the courts and ancillary facilities receive regular maintenance and improvements.

8.21 Action Plan

The table below sets out the action plan for squash courts to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

Table 58: Action plan for squash

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Protection of existing squash courts.	Consider including a policy in the Local Plan to protect all existing squash courts.	KL&WNBC	-	-	High
Maintaining existing squash courts	Encourage providers to maintain existing courts to sustain and improve current quality and improve access wherever possible.	KL&WNBC	-	TBC	High

9 INDOOR TENNIS COURTS

Key findings:

- **Quantity:** The Sports Barn at Alive Lynnsport can be used for indoor tennis. Two specialist facilities in neighbouring West Suffolk provide usage opportunities for some Kings Lynn and West Norfolk residents.
- **Quality:** The quality of the indoor courts is ‘standard’.
- **Accessibility:** Most of the population in the north of the borough is within 30-minutes’ drive time of an indoor tennis court either in the borough or in a neighbouring area.
- **Availability:** The Lynnsport courts can be accessed on a membership or ‘pay-and-play’ basis.

9.1 Introduction

This section examines the provision of indoor tennis courts in Kings Lynn and West Norfolk. Indoor tennis courts are defined as indoor facilities with appropriate playing surface, line markings, nets and court dimensions for tennis.

9.2 Quantity

9.2.1 Indoor tennis courts with community use

There are two indoor tennis courts at Alive Lynnsport, which are in the Sports Barn, marked on an area that also accommodates football, netball and indoor athletics, so tennis use is not exclusive and is a minority user.

Table 59: Indoor tennis courts in Kings Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Courts</i>	<i>Surface</i>	<i>Sub-Area</i>
Alive Lynnsport	Greenpark Avenue, Kings Lynn PE30 2NB	2	Acrylic	Kings Lynn

9.2.2 Indoor tennis courts in neighbouring areas

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for some Kings Lynn and West Norfolk residents.

Table 60: Indoor tennis courts in neighbouring areas

<i>Facility</i>	<i>Address</i>	<i>Distance from Kings Lynn and West Norfolk</i>
Culford Sports and Tennis Centre	Culford School, Culford IP28 6TX	12 miles
Newmarket Tennis Club	Hamilton Road, Newmarket CB8 0NQ	15 miles

9.3 Quality

9.3.1 The criteria assessed for indoor courts

The criteria that were assessed were as follows:

- **The court:** The overall condition, playing surface, clear span roof height, lighting, spectator provision, equipment and fitness for purpose.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Car parking, signposting, external lighting and proximity to public transport.

9.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

9.3.3 Indoor court assessment

The ratings for the indoor tennis courts are shown in the table below.

Table 61: Indoor tennis courts in Kings Lynn and West Norfolk: Quality audit

Facility	Courts	Changing	Disability Access	General access
Alive Lynnsport	3	5	5	5

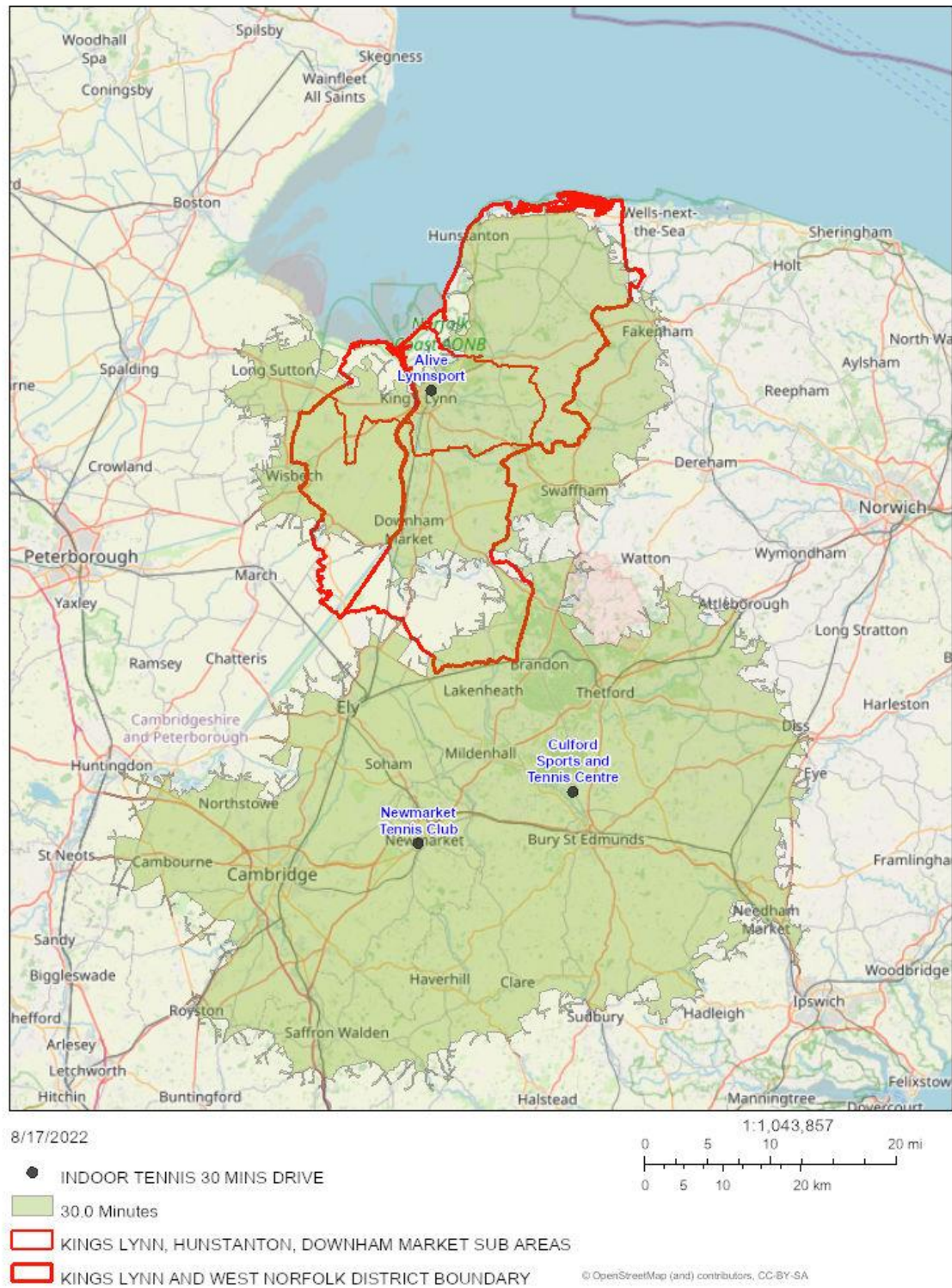
9.3.4 Disabled access

Disabled access to the Sports Barn at Lynnsport is rated as ‘very good’.

9.4 Accessibility

Based on LTA research, the ‘effective catchment’ for indoor tennis courts is 30 minutes driving time. Most of the population in the north of the borough is within 30-minutes’ drive time of an indoor tennis court either in the borough or in a neighbouring area.

KINGS LYNN & WEST NORFOLK - Indoor Tennis 30 Minutes Drive



9.5 Availability

The courts at Lynnsport are available on the following basis:

Table 62: Indoor tennis courts in neighbouring areas: Availability

Facility	Opening hours use	Pricing	Peak usage
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm Membership and 'pay-and-play'	Court hire: £27.50 per hour full price £22 per hour with 'Alive Card'	60%*

* Tennis use comprises less than 5% of overall use, which is primarily for indoor football.

9.6 Key findings on supply

The key findings are as follows:

- Two indoor tennis courts are marked in the Sports Barn at Lynnsport on an area that also accommodates football, netball and indoor athletics, so tennis use is not exclusive and is a minority user.
- Two specialist facilities in neighbouring areas provide some usage opportunities for Kings Lynn and West Norfolk residents.
- The quality of the indoor courts at Alive Lynnsport are 'average' because they are not a specialist tennis surface.
- Most of the population in the north of the borough is within 30-minutes' drive time of an indoor tennis court either in the borough or in a neighbouring area.
- 'Pay-and-play' access is available at Alive Lynnsport.

9.7 Changes since 2023

There have been no changes in indoor tennis court provision since 2023.

9.8 Current demand for indoor tennis courts

9.7.1 Expressed demand

Peak period demand at Alive Lynnsport is around 60% utilisation, although most of this is football and athletics use. Outdoor tennis clubs in the borough have the following membership numbers:

Table 63: Tennis club membership in Kings Lynn and West Norfolk

Club	No. members
Deepdale and Brancaster Tennis Club	197
Dersingham Tennis Club	50
Great Massingham Tennis Club	260
Heacham Tennis Club	40
Overy Tennis Club	115
South Creake Tennis Club	75
Terrington St. Clement Tennis Club	145
The Burnhams Tennis Club	205
West Norfolk Tennis Club	120
TOTAL	1,202

9.7.2 Displaced demand

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for some Kings Lynn and West Norfolk residents.

Table 64: Indoor tennis courts in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Culford Sports and Tennis Centre	Culford School, Culford IP28 6TX	12 miles
Newmarket Tennis Club	Hamilton Road, Newmarket CB8 0NQ	15 miles

9.7.3 Unmet demand

There is no evidence of any unmet demand in the borough.

9.9 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. As an activity appealing to both genders and most age groups, tennis is likely to have some appeal to new and lapsed sports participants.

9.10 Assessments of need in neighbouring areas

The table below summarises strategic assessments of indoor tennis needs in neighbouring areas.

Table 65: Assessments of indoor tennis needs in neighbouring areas

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
East Cambs District Council	The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) identifies that 'there are no indoor tennis courts in East Cambridgeshire but the majority of residents in the district are within a 20 minute drive time of indoor tennis facilities in neighbouring authorities'.	There are no facilities in East Cambs to serve the needs of West Norfolk residents.

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
Fenland District Council	The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) does not include an assessment of indoor tennis needs.	No assessment.
South Holland District Council	The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'despite the lack of provision within South Holland, most of the population is within the 30-minute drivetime catchment of an indoor tennis court in adjacent areas'.	There are no facilities in South Holland to serve the needs of West Norfolk residents.
North Norfolk District Council	The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'there is justification to consider a demand and provision for an indoor tennis centre of 2 courts'.	The proposed location in Cromer would be outside the catchment of residents of Kings Lynn and West Norfolk.
Breckland District Council	Breckland Council's 'Evidence Base for Indoor and Built Sports and Recreational Facilities' (2017) identified that 'the recommendation is not to consider provision of an indoor tennis centre, until there is an increase in tennis participation and a viable club base that can create sufficient demand for at least 2 indoor courts'.	There are no facilities in Breckland to serve the needs of West Norfolk residents.
West Suffolk Council	The 'West Suffolk Sports Facilities Assessment' (2022) concludes that 'spare capacity at the existing indoor tennis facilities in the district can meet all current and future demand to 2040'.	There is some limited spare capacity to accommodate demand from the Downham Market sub-area.

9.11 Sport-specific priorities

The LTA's Vision is 'tennis is for everyone. All ages, all backgrounds, all levels of fitness, all abilities. Anyone can pick up a racket, anyone can be part of the tennis family'.

Table 66: Sports specific facilities priorities for tennis

Facilities priorities	Implications for Kings Lynn and West Norfolk
<p>The LTA Strategic Plan 2024 - 2026 'Tennis for Britain' (2024) contains the following priorities:</p> <ul style="list-style-type: none"> • Embed and grow LTA Youth across all venues and in the hearts and minds of children, parents, and the tennis workforce. • Engage with and promote different formats of the sport and ways to play and enable a flexible approach to equipment to support positive experiences for adult players. • Deliver resilient digital services, transformational digital products, and increase nationwide adoption of LTA Play Tennis. • Implement and support comprehensive parks tennis operating models, particularly through Free Parks Tennis, Local Tennis Leagues and programme delivery in parks. • Develop and enhance our support and engagement with Local Authorities, Active Partnerships, our Member Organisations, venues and operators to open up tennis. 	Some opportunities to improve local facilities, linked to tennis participation programmes.

Consultation with the Lawn Tennis Association identified the following issues:

- To establish target locations for future community indoor tennis centres, the LTA modelled data from existing successful indoor tennis centres. This helped to identify the demographic type, volume and catchment size of a successful indoor facility. This modelling was applied across the country to establish the areas of potential demand.
- The key metrics established are that a target location must demonstrate a minimum threshold population of 70,000 within a 20 minute drive time. Of this population, at least 12,500 must identify as having an interest in playing tennis. The drive time extends to 30 minutes for rural areas.
- This approach has enabled the LTA to identify 72 target locations for new indoor tennis venues in England. Kings Lynn is identified as a priority target area for indoor tennis provision.

Consultation with the outdoor tennis clubs in Kings Lynn and West Norfolk identified the following issues:

- Collectively, the eight LTA-affiliated clubs in the borough have 1,162 members.
- Demand for tennis locally shows a slight increase over the past three years.

9.12 Future demand for indoor tennis courts

9.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

9.11.2 Participation rates

- **LTA national adult tennis participation rates:** The LTA's participation data for 2022 shows an upward trend in participation rates for adult tennis (people aged 16 and over):
 - The number of adults reporting that they had played tennis during the year increased 43% compared to the previous year, rising from 3.3 million to 4.7 million from January through to December. This is the highest total recorded since 2017 and has continued the growth seen in 2018-19 which was interrupted during the pandemic.
 - In addition, more than two million adults play monthly, and this is the highest level recorded since the LTA started tracking this measure seven years ago.
 - This means that the LTA has achieved the targets set out in its five-year 2018-23 strategy for adult annual and monthly participation one year ahead of schedule.

- Finally, children's weekly participation in tennis has seen positive growth in the past year with over three and a half million children playing tennis with an extra 328,000 children playing tennis in schools.

Table 67: LTA national tennis adult participation rates 2018 - 2020

<i>Frequency of play</i>	<i>Feb-Apr 2018</i>	<i>Feb-Apr 2019</i>	<i>Feb-Apr 2020</i>	<i>Feb-Apr 2021</i>	<i>Feb-Apr 2022</i>	<i>% Change</i>
Past year	7.29%	6.91%	7.77%	5.20%	8.11%	+0.81%
Past month	2.07%	2.23%	2.09%	1.18%	3.24%	+1.17%

- **LTA junior tennis participation rates:** The LTA's participation data shows an upward trend in participation rates for junior tennis (people aged between 4 and 15):

Table 68: LTA national tennis junior participation rates 2020 - 2022

<i>Apr 2020</i>	<i>Apr 2021</i>	<i>Apr 2022</i>	<i>% Change</i>
9%	11%	15%	+6%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 69: 'Active Lives' survey: Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

<i>2015/16</i>	<i>2016/17</i>	<i>2017/18</i>	<i>2018/19</i>	<i>2019/20</i>	<i>2020/21</i>	<i>2021/22</i>	<i>2022/23</i>	<i>% Change</i>
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

9.11.3 Future projections

National tennis participation rates have been falling in recent years as have general activity rates in Kings Lynn and West Norfolk over the same period, it would therefore be reasonable to assume that demand for tennis will remain static until 2040. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount. In both cases, this can also be accommodated by existing spare capacity.

9.13 Key findings on demand

The key findings are as follows:

- Tennis participation rates in the borough are projected to remain static until 2040.
- Population growth of in Kings Lynn and West Norfolk by 2040 will increase demand for indoor tennis court capacity by a similar amount.
- The LTA has identified Kings Lynn is identified as a priority target area for community indoor tennis centre provision.

9.14 Changes since 2023

There have been no significant changes in indoor tennis court demand since 2023.

9.15 The balance between indoor tennis court supply and demand

Four criteria have been assessed to evaluate the balance between indoor tennis court supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the courts fit for purpose for the users now and in the future?
- **Accessibility:** Are the courts in the right location for the users now and in the future?
- **Availability:** Are the courts available for those who want to use them now and in the future?

9.16 Quantity

9.14.1 Current needs

Current indoor tennis courts needs in Kings Lynn and West Norfolk are met in part by the Sports Barn and Alive Lynnsport and in part by the provision at accessible facilities in neighbouring areas, based upon the following evaluation:

- **Used capacity:** Peak usage rates average 60% at Alive Lynnsport (including athletics and football) and 80% at accessible facilities in neighbouring areas, indicating some limited spare capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.

9.14.2 Future needs

Spare capacity at the existing Lynnsport facility and indoor tennis courts in neighbouring areas is likely to be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.
- **Additional needs:** The LTA has identified Kings Lynn is identified as a priority target area for community indoor tennis centre provision.

9.17 Quality

9.15.1 Current quality

The quality of the indoor courts at Lynnsport is ‘standard because of the non-specialist court surface and accessible facilities in neighbouring areas are both rated as ‘good’.

9.15.2 Future quality

It seems reasonable to assume that courts at Lynnsport and accessible facilities in neighbouring areas will continue to be maintained to a high standard.

9.18 Accessibility

9.16.1 Current accessibility

Most of the population in the north of the borough is within 30-minutes’ drive time of an indoor tennis court either in the borough or in a neighbouring area.

9.16.2 Future accessibility

Future accessibility is likely to remain the same.

9.19 Availability

9.17.1 Current availability

‘Pay-and-play’ access to the indoor courts is available at Alive Lynnsport.

9.17.2 Future availability

Future availability is likely to reflect the current arrangements.

9.20 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which indoor tennis court provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Indoor tennis is a specialist activity that appeals to a limited cross-section of the community and as such it is unlikely to engage many new or lapsed participants.
- The courts in the sports barn at Alive Lynnsport are also used for tennis and athletics so the multi-functional nature of the facility delivers opportunities with wider appeal.

9.21 The options for securing additional indoor tennis court capacity

The options for securing existing indoor tennis court capacity to meet current and future needs are as follows:

9.19.1 Protect

Local/Neighbourhood Plan policies for the protection of existing tennis courts through the Local Plan will be key to securing local provision. Planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

9.19.2 Provide

The LTA has identified Kings Lynn is identified as a priority target area for community indoor tennis centre provision. Investigating in greater detail the feasibility of providing for the identified needs would be beneficial.

9.22 Action Plan

The table below sets out the action plan for indoor tennis courts. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and the staffing necessary to undertake the work required to pursue the actions.

Table 70: Action plan for indoor tennis

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Protection of existing indoor tennis facilities.	Consider including a policy in the Local Plan to protect all existing health and fitness facilities.	KL&WNBC	-	-	High
Protection of existing indoor tennis courts in neighbouring areas.	Co-operate with West Suffolk Council to include a policy in its local plan to protect all existing indoor tennis courts.	KL&WNBC	West Suffolk Council	-	High
The need for a Community Indoor Tennis Centre	Commission a feasibility study to explore the potential for providing a community indoor tennis centre in Kings Lynn.	LTA	KL&WNBC	£10,000	Medium

10 INDOOR BOWLS FACILITIES

Key findings:

- **Quantity:** There are two indoor bowls facilities in Kings Lynn and West Norfolk and three facilities in neighbouring areas are close enough to serve the borough's needs. There is sufficient spare capacity at existing indoor facilities to cater for all additional demand to 2040.
- **Quality:** The quality of the facilities is generally good.
- **Accessibility:** The whole borough population is within the 30-minute drivetime catchment of an indoor bowls facility.
- **Availability:** Both facilities provide 'pay-and-play' opportunities as well as memberships.

10.1 Introduction

This section examines the provision of indoor bowls facilities in Kings Lynn and West Norfolk. Indoor bowls halls are defined specialist indoor facilities with appropriate playing surface and rink dimensions for bowls.

10.2 Quantity

10.2.1 Indoor Bowls Facilities with Community Use

There are two indoor bowls facility in Kings Lynn and West Norfolk. Both have secured community access:

Table 71: Indoor bowls facilities in Kings Lynn and West Norfolk

Facility	Address	Rinks	Sub-area
Alive Lynnsport	Greenpark Avenue, King's Lynn PE30 2NB	5	Kings Lynn
Oasis Leisure Centre	Seagate Road, Hunstanton PE36 5BD	4	Hunstanton

10.2.2 Indoor bowls facilities that recently closed

Table 72: Recently closed indoor bowls facilities in Kings Lynn and West Norfolk

Facility	Address	Rinks	Sub-area
Pentney Indoor Bowls Club	Narborough Road, Pentney PE32 1JD	6	Kings Lynn

10.2.3 Sub-area analysis

The distribution of indoor bowls facilities with community use by sub-area in Kings Lynn and West Norfolk is as follows:

Table 73: Indoor bowls facilities in Kings Lynn and West Norfolk by sub-area

<i>Sub-area</i>	<i>Sub-area population 2020</i>	<i>No. rinks</i>	<i>Rinks per capita</i>
Hunstanton and surrounds	28,316	4	1: 7,079
Kings Lynn and surrounds	67,643	5	1: 13,529
Downham Market and surrounds	55,286	0	-
<i>KL & WEST NORFOLK</i>	<i>151,245</i>	<i>9</i>	<i>1: 16,805</i>

10.3 Quality

The quality of the indoor bowls hall was assessed by a non-technical visual inspection during a site visit. The criteria that were assessed were as follows:

- ***The green:*** The overall condition, lighting, spectator provision, equipment storage and fitness for purpose.
- ***Changing facilities:*** The capacity, condition and fitness for purpose.
- ***Disability access:*** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- ***General access:*** Car parking, signposting, external lighting and proximity to public transport.

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’. The ratings for the indoor bowls facilities in Kings Lynn and West Norfolk are shown in the table below.

Table 74: Indoor bowls facilities in Kings Lynn and West Norfolk: Quality audit

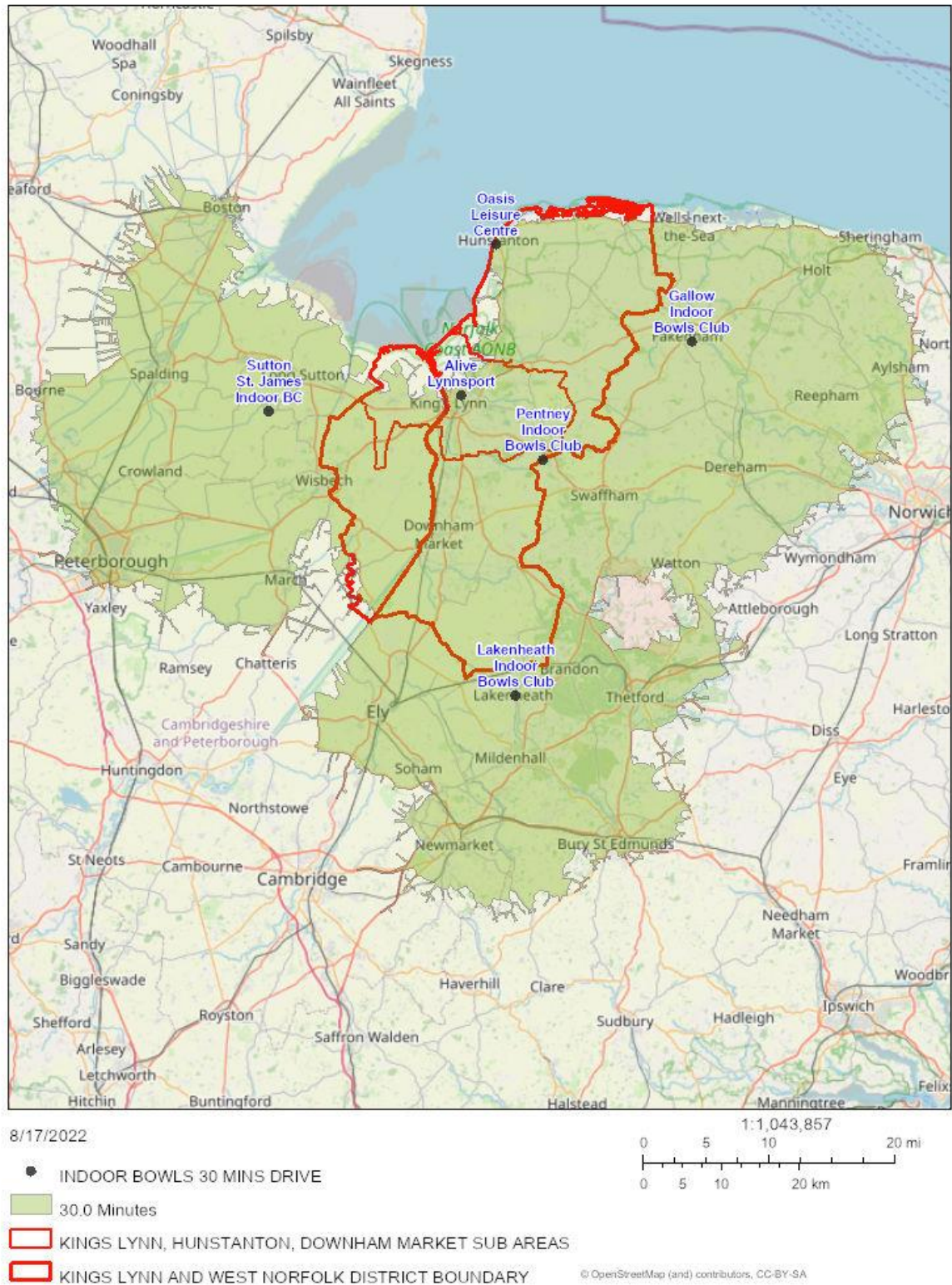
<i>Facility</i>	<i>Green</i>	<i>Changing</i>	<i>Disability Access</i>	<i>General access</i>
Alive Lynnsport	5	5	5	5
Oasis Leisure Centre	5	4	5	4

Disabled access is rated as ‘very good’ or ‘good’ at all facilities in the borough.

10.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for indoor bowls facilities (defined as the time/distance travelled and the prevailing mode of transport used by up to 90% of facility users) is 30 minutes driving time. The whole population of the borough is within 30-minutes’ drive time of an indoor bowls green.

KINGS LYNN & WEST NORFOLK Indoor Bowls 30 Minutes Drive



10.5 Availability

The table below shows the basis of use of indoor bowls facilities in Kings Lynn and West Norfolk.

Table 75: Availability of indoor bowls facilities in Kings Lynn and West Norfolk

Facility	Opening hours and basis of use	Pricing	Peak use
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm Members and casual users	Adult annual membership £44 Junior annual membership Free Adult 'pay-and-play' £7.20 Junior 'pay-and-play' £5.20	70%
Oasis Leisure Centre	Mon-Fri 7am - 9.30pm Sat-Sun 7.30am - 6pm Members and casual users	Adult annual membership £44 Junior annual membership Free Adult 'pay-and-play' £7.20 Junior 'pay-and-play' £5.20	60%

10.6 Key findings on supply

The key findings are as follows:

- There are two indoor bowls facilities in Kings Lynn and West Norfolk, collectively comprising nine rinks.
- The quality of all facilities is generally 'good'.
- The whole population is within 30-minutes' drive of an indoor bowls green.
- Both facilities are available for casual use.

10.7 Changes since 2023

Pentney Indoor Bowls Club closed in 2024, which reduced local indoor rink capacity by 40%:

10.8 Current demand for bowls facilities

10.8.1 Expressed demand

Sport England's *'Indoor Bowls Guidance Note'* (2005) stipulates that full capacity for an indoor bowls facility is reached at 80 - 100 members per rink. The respective membership figures at the three facilities in Kings Lynn and West Norfolk, compared with the facility capacities is tabulated below:

Table 76: Used capacity of indoor bowls facilities in Kings Lynn and West Norfolk

Facility	Capacity	2024 Membership	% Used Capacity
Alive Lynnsport	400 - 500	167	22% - 42%
Oasis Leisure Centre	320 - 400	121	30% - 38%

10.8.2 Displaced demand

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents. Two other facilities within the catchment of the borough boundary in Wisbech (Fenland) and Long Sutton (South Holland) both recently closed due to falling demand:

Table 77: Indoor bowls facilities in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Gallow Indoor Bowls Club	The Racecourse, Fakenham NR21 7NY	4 miles
Lakenheath Indoor Bowls Club	Back Street, Lakenheath IP27 9HN	2.5 miles
Sutton St. James Indoor BC	Fishergate, Sutton St. James PE12 0EN	6 miles

10.8.3 Unmet demand

There is no evidence of any unmet demand in the borough.

10.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of indoor bowls needs in neighbouring areas.

Table 78: Assessments of indoor bowls needs in neighbouring areas

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
East Cambs District Council	The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) identifies 'current demand for 5.81 rinks. The future demand for indoor bowls facilities in East Cambridgeshire is 7.6 rinks. Therefore, with the current supply of 10 rinks, both current and future demand for indoor bowls facilities in the district is met'.	There are no facilities in East Cambs close enough to serve the needs of West Norfolk residents.
Fenland District Council	The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies that 'there is currently an oversupply of indoor bowls rinks of 4.77 indoor rinks. Allowing for an additional 1.32 rinks to meet future demand population growth there remains an oversupply of 3.45 indoor rinks by 2031, assuming all existing provision is retained'.	There are no facilities in Fenland close enough to serve the needs of West Norfolk residents.
South Holland District Council	The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'there is sufficient spare capacity at existing indoor facilities to accommodate all additional demand to 2040 and this should add to the long-term viability of the current clubs.	The Sutton St. James facility is close enough to serve some needs of West Norfolk residents.
North Norfolk District Council	The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'there is no need for additional provision of indoor bowling centres or rinks. The focus should be on supporting the existing centres to increase their membership (as there is around 40% of spare capacity across all centres). The projected increase in demand for indoor bowls from population growth can be absorbed by the spare capacity at the existing venues'.	The Fakenham facility is close enough to serve some needs of West Norfolk residents.

<i>Local Authority</i>	<i>Facilities priorities</i>	<i>Implications for Kings Lynn and West Norfolk</i>
Breckland District Council	Breckland Council's <i>'Evidence Base for Indoor and Built Sports and Recreational Facilities'</i> (2017) identified that 'the supply of indoor bowling centres is more than sufficient to meet current demand and can accommodate a very large increase in membership. Overall there is more than sufficient provision of indoor bowling centres in Breckland to 2031'.	There are no facilities in Breckland close enough to serve the needs of West Norfolk residents.
West Suffolk Council	The <i>'West Suffolk Sports Facilities Assessment'</i> (2022) concludes that 'spare capacity at the existing indoor bowls facilities in the district can meet all current and future demand to 2040'.	The Lakenheath facility is close enough to serve some West Norfolk needs.

10.10 Sport-specific priorities

Consultation with The English Indoor Bowling Association in 2025 identified the following issues:

- 'Since the 2022 NGB Consultation, the situation has changed with regards to the provision of purpose built Indoor Bowls sites. There are now only two clubs in this Local authority, both being located in Leisure Centres. There are no alternative sites within the recommended driving time of 30 minutes'.
- 'As the sport is popular with the 'older population' and participants with disabilities, especially Wheelchair and Visually Impaired, it is vital that the clubs in Kings Lynn and West Norfolk Local continue to operate and enable the local population to enjoy our wonderful sport'.
- 'All of our Affiliated Clubs are encouraged to:
 - Develop and implement a robust Sports Development Plan.
 - Actively review the Sport England 'Buddle' website.
 - Ensure that they actively promote their club in the local community amongst those who are both able-bodied and classified as disabled'.
- 'Where clubs have an effective recruitment and retention programme in place, we are seeing that they are able to recruit sufficient members to cover natural wastage and in many cases, increase their membership numbers'.
- 'As well as internal club bowling, both local clubs are active participants in the Norfolk County Inter-Club League, which is available to all clubs with four or more rinks. A minimum of Four Rinks is also recommended by the EIBA to ensure that any facility can be sustainable'.
- 'We are somewhat surprised that there are only opportunities at both local sites for casual and wheelchair bowling on a Wednesday'.
- 'For indoor bowls facility planning purposes, the following criteria should be applied:

- The catchment should be 30-minutes' driving time.
- As a guide, demand is calculated as one rink per 14,000-17,000 of total population. A six-rink green, therefore, is required for a population of 85,000-100,000.
- Assume 80-100 members per rink.

10.11 Future demand for bowls

10.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 157,689 by 2040, an increase of 3,389 (or 2.2%).
- A projection based on assessed housing needs predicts a population of 174,030 by 2040, an increase of 19,730 or 12.8%.

10.11.2 Participation rates

- **National bowls trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for bowls at national level since 2015:

Table 79: 'Active Lives' survey national bowls participation rates 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
0.8%	0.8%	0.7%	0.5%	0.4%	0.4%	0.6%	0.6%	-0.2%

Local general trends: Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2020:

Table 80: 'Active Lives' Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

- **Local bowls trends:** Recent membership trends at the facilities in Kings Lynn and West Norfolk are as follows:

Table 81: Recent membership trends at indoor bowls clubs Kings Lynn and West Norfolk 2018 - 2021

Facility	2018	2019	2021	2025	% Change 2018 - 2025
Alive Lynnsport	160	154	104	167	+4%
Oasis Leisure Centre	144	148	119	121	-16%
Pentney IBC	146	158	120	0	-100%
TOTALS	450	460	343	288	-36%

10.11.3 Future projections

Sport England has developed the Sport Facility Calculator (SFC), to help to quantify how much additional demand for key community facilities like indoor bowls halls, will be generated by population increases. The SFC uses Sport England survey data on who uses facilities and applies this to the population profile of the local area. This builds up a profile of usage, which can be then applied to estimate how much demand any given population would generate. This demand is then converted into the quantity of facilities needed and expressed as rinks to define indoor bowls needs. Two population scenarios are considered:

- The ONS 2018 sub-national population projections population growth of 4,750 by 2040, an increase of 3.1%. Based upon this, the SFC calculates demand for an additional 0.10 of an indoor bowls rink or 0.02 of an indoor bowls centre.
- A projection based on assessed housing needs predicts population growth of 25,000 by 2040, an increase of 16.1%. Based upon this, the SFC calculates demand for an additional 0.53 of an indoor bowls rink or 0.14 of an indoor bowls centre.

10.12 Key findings on demand

The key findings are as follows:

- Expressed demand for indoor bowls in Kings Lynn and West Norfolk has fallen in recent years, reflecting a downward trend nationally.
- Utilisation rates at indoor bowls facilities in the borough are between 26% and 40% meaning that there is substantial spare capacity to accommodate additional demand.
- Population growth of 3.1% in Kings Lynn and West Norfolk by 2040 based on the lower population estimate will increase demand for indoor bowls facility capacity by a similar amount, whilst an increased population of 16.1% based on the higher estimate will increase demand for indoor bowls facility capacity by a similar amount.

10.13 Changes since 2023

Local bowls club membership has fallen by 36% since 2018 and by 16% since 2021. Membership at Alive Lynnsport increased between 2021 and 2025 as a result of the closure of the Pentney Indoor Bowls Club, with some former members transferring.

10.14 The balance between indoor bowls supply and demand

Four criteria have been assessed to evaluate the balance between indoor bowls supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Do the facilities have sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?

- **Availability:** Are the facilities available for those who want to use it now and in the future?

10.15 Quantity

10.15.1 Current needs

The indoor bowls facilities serving Kings Lynn and West Norfolk are assessed to be operating with significant spare capacity, based upon the following evaluation:

- **Used capacity:** The average usage at the three facilities is less than 30% of capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.

10.15.2 Future needs

Spare capacity at the existing indoor facilities will be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand trends:** Given the sustained decrease in demand for indoor bowls both locally and nationally, it is likely that demand will continue to fall until 2040.
- **Additional indoor bowls needs:** The Sport Facility Calculator assesses that the extra demand is equivalent to 0.10 indoor rinks for the lower population estimate and 0.53 of a rink for the higher estimate. The additional demand can be accommodated by spare capacity at the existing facilities.
- **Rationalising provision:** Current spare capacity at the existing facilities is sufficient to accommodate any additional demand to 2040. Given the trend of falling demand and notwithstanding the recent loss of the Pentney facility, consideration could be given to reducing the number of rinks at both Lynnsport and the Oasis Centre at such time as either facility is redeveloped (although four rinks is the minimum required for league play).

10.16 Quality

10.16.1 Current quality

The quality of most aspects of all facilities is 'good'.

10.16.2 Future quality

There will need to be continued investment in maintaining and improving the existing facilities.

10.17 Accessibility

10.17.1 Current accessibility

The whole population is within 30-minutes' drive of an indoor bowls facility in the borough and/or in a neighbouring area.

10.17.2 Future accessibility

The current geographical spread of facilities will meet the needs of the increased population by 2040.

10.18 Availability

10.18.1 Current availability

Both facilities provide ‘pay-and-play’ opportunities in addition to membership arrangements.

10.18.2 Future availability

It is reasonable to assume that similar arrangements for use will be offered in the future.

10.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which indoor bowls provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Bowls appeals to the older age groups, which matches the demographic profile of the borough with its relatively elderly population.
- The geographical coverage of facilities in the borough optimises accessibility.

10.20 The options for securing additional indoor bowls capacity

The options for securing indoor bowls capacity to meet current and future needs are as follows:

10.20.1 Protect

Local/Neighbourhood Plan policies should be considered for the protection of indoor bowls facilities for which existing and/or future demand has been identified, unless the loss of a facility can be justified by sustained reductions in demand or would involve rationalising provision to better meet current and future needs.

10.20.2 Provide

With significant spare capacity at all three existing indoor facilities, all additional demand can be accommodated by current spare capacity.

10.20.3 Enhance

Enhancing the existing indoor bowls facilities by ensuring that the green and ancillary facilities receive regular maintenance and improvements will be important.

10.21 Action Plan

The table below sets out the action plan for indoor bowls facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

Table 82: Action plan for indoor bowls

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Protection of existing indoor bowls facilities.	Consider including a policy in the Local Plan to protect indoor bowls facilities for which demand has been identified.	KL&WNBC	-	-	High
Improving the viability of existing indoor bowls facilities.	Assess the case for rationalising provision to improve the viability of facilities.	KL&WNBC	-	-	High

11 GYMNASTICS FACILITIES

Key findings:

- **Quantity:** There are two specialist gymnastics centres in Kings Lynn and West Norfolk and one non-specialist facility. Extra facilities capacity will be required to meet additional demand to 2040.
- **Quality:** The quality of all aspects of the facilities used is rated as at least ‘good’
- **Accessibility:** The population in the north and south of the borough are outside the catchment of a specialist facility.
- **Availability:** There are no availability issues.

11.1 Introduction

This section examines the provision of gymnastics facilities in Kings Lynn and West Norfolk. Specialist gymnastics facilities are defined as permanently rigged, built facilities that cater for the needs of gymnastics and trampolining. Non-specialist facilities comprise sports halls and smaller halls that accommodate gymnastics and trampolining on a regular basis, involving the temporary installation of equipment. These needs have therefore also been reflected in the section assessing general sports hall provision.

11.2 Quantity

11.2.1 Purpose-built facilities

The following purpose-built facilities in Kings Lynn and West Norfolk both have secured community access:

Table 83: Specialist gymnastics facilities in Kings Lynn and West Norfolk

Club	Location	Sub-area
Alive Lynnsport	Greenpark Avenue, Kings Lynn PE30 2NB	Kings Lynn
Eagles Gymnastics Club	Hamlin Way, Kings Lynn PE30 4NG	Kings Lynn

11.2.2 Non-specialist facilities

Local clubs also use the following non-specialist facilities:

Table 84: Non-specialist facilities used for gymnastics in Kings Lynn and West Norfolk

Club	Facility	Location	Sub-area
Titans Gymnastics Club	Walpole St. Andrews Community Centre	Summer Close, Walpole St. Andrew PE14 7JW	Downham Market

11.2.3 Sub-area analysis

The distribution of specialist and non-specialist gymnastics facilities by sub-area in Kings Lynn and West Norfolk is as follows:

Table 85: Gymnastics facilities in Kings Lynn and West Norfolk by sub-area

<i>Sub-area</i>	<i>Sub-area population 2020</i>	<i>No. facilities</i>	<i>Facilities per capita</i>
Hunstanton and surrounds	28,316	0	-
Kings Lynn and surrounds	67,643	2	1: 33,822
Downham Market and surrounds	55,286	1	1: 55,286
KL & WEST NORFOLK	151,245	3	1: 50,415

11.3 Quality

The quality of facilities used by gymnastics clubs was assessed by a non-technical visual inspection during a site visit to all sites. The criteria that were assessed were as follows:

- **The hall:** The quality of the activity space, including lighting and storage facilities.
- **The equipment:** The quality of the equipment, matted areas and foam-filled pits.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Parking, signage and proximity to public transport.

The criteria were rated on a five-point scale, where 5 equates to 'very good', 4 to 'good', 3 to 'average', 2 to 'poor' and 1 to 'very poor'.

Table 86: Gymnastics facilities in Kings Lynn and West Norfolk: Quality audit

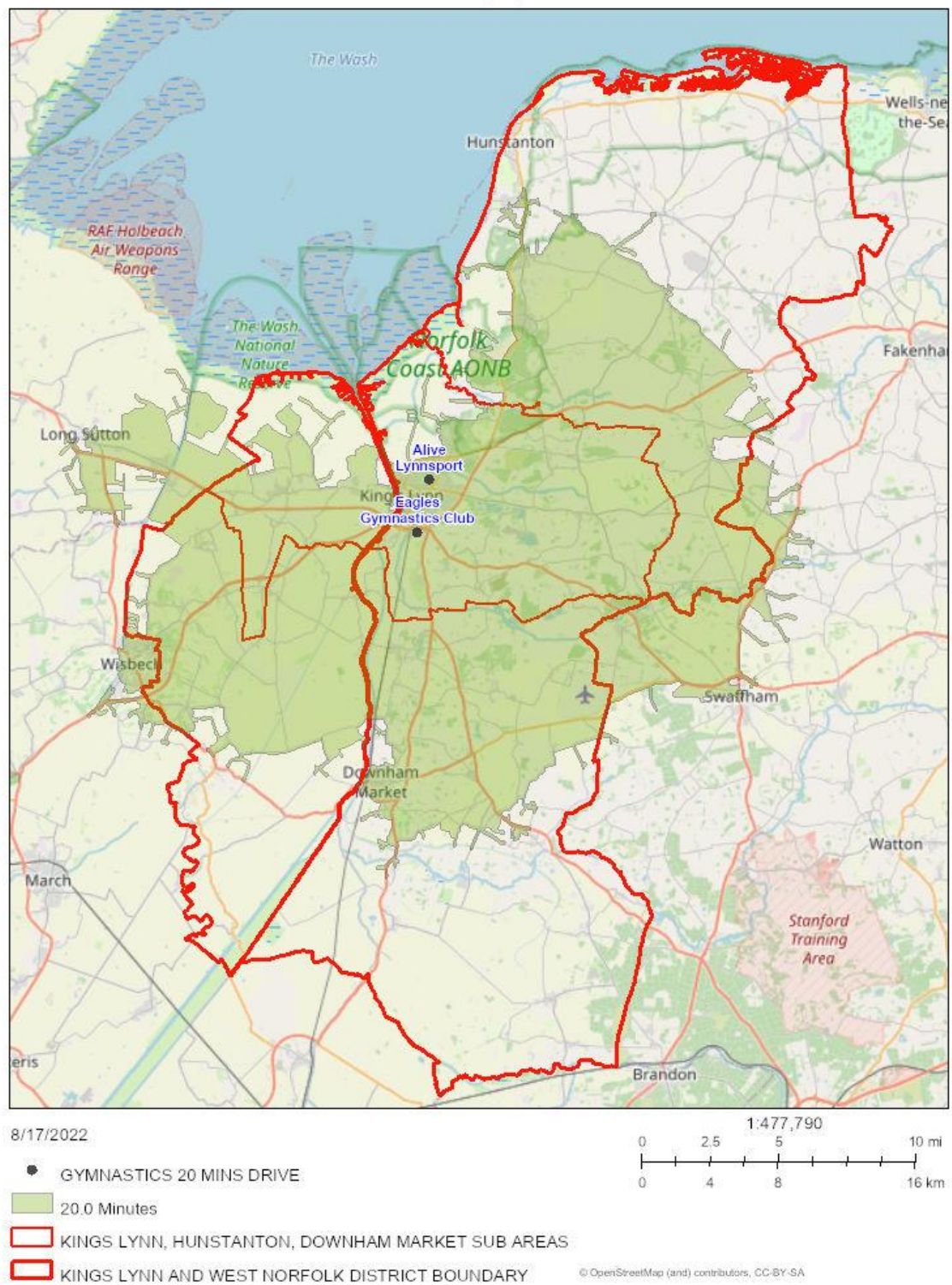
<i>Facility</i>	<i>Hall</i>	<i>Equipment</i>	<i>Changing</i>	<i>Disability access</i>	<i>General access</i>
Alive Lynnsport	4	4	5	5	5
Eagles Gymnastics Club	4	4	4	5	4
Walpole St. Andrews Community Centre	4	4	4	5	4

Disabled access is rated as 'very good' or 'good' at all facilities in the borough.

11.4 Accessibility

The 'effective catchment' for gymnastics facilities is 20 minutes driving time. The population in the north and south of the borough are outside the catchment of a specialist facility.

KINGS LYNN & WEST NORFOLK - Gymnastics Facilities 20 Minutes Drive



11.5 Availability

11.5.1 Purpose-built facilities

Table 87: Availability of specialist gymnastics facilities in Kings Lynn and West Norfolk

<i>Facility</i>	<i>Opening hours and basis of use</i>	<i>Pricing</i>	<i>Peak use</i>	<i>Secured access</i>
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm Members only	£22.50 - £30 per month	80%	Yes
Eagles Gymnastics Club	Mon 5pm - 8pm Tues 4pm - 8pm Weds 4pm - 8pm Thurs 12pm - 2.30pm 4pm - 7.30pm Fri 12pm - 2.30pm 4pm - 7.30pm Sat 9.30am - 7pm Members only	£20 - £50 per month	80%	Yes

11.5.2 Non-specialist facilities

The table below identifies the opening hours and gymnastics usage of the non-specialist facilities:

Table 88: Availability of non-specialist gymnastics facilities in Kings Lynn and West Norfolk

<i>Facility</i>	<i>Usage time for gymnastics</i>	<i>Secured access</i>
Walpole St. Andrews Community Centre	Thurs 6pm - 8pm Fri 6pm - 8pm Sat 9am - 12pm	Yes

11.6 Key findings on supply

The key findings are as follows:

- There are two specialist gymnastics facilities in Kings Lynn and West Norfolk, plus one non-specialist hall.
- The quality of most aspects of all facilities used is rated as at least ‘good’. Whilst being of ‘good’ general quality, the gymnastics hall at Lynnsport is too short to accommodate a full-sized tumbling track.
- The population in the north and south of the borough are outside the catchment of a specialist facility.

11.7 Changes since 2023

There have been no changes in gymnastics facilities provision in the borough since 2023.

11.8 Current demand for Gymnastics

11.8.1 Expressed demand

There are three gymnastics clubs in Kings Lynn and West Norfolk:

- **Kings Lynn Gymnastics Club:** The club has 180 members and is based at Lynnsport. In addition between 500 and 600 non-members are enrolled in the gymnastics lessons programme at Alive Lynnsport.
- **Eagles Gymnastics Club:** The club has 284 members and is based at a specialist facility in Kings Lynn.
- **Titans Gymnastics Club:** The club has 50 members and is based at Walpole St. Andrews Community Centre.

11.8.2 Displaced demand

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents.

Table 89: Specialist gymnastics facilities in neighbouring areas

Facility	Address	Distance from Kings Lynn and West Norfolk
Fenland Flyers Trampoline Club	Harecroft Road, Wisbech PE13 1RL	1 mile
Holbeach and Fenland Gym Club	Lime Walk, Long Sutton PE12 9HG	4 miles
Fenland Gymnastics Academy	Algores Way, Wisbech PE13 2TQ	1 mile

11.8.3 Unmet demand

Unmet demand involves two components:

- Demand that cannot be met within a facility catchment due to excess demand for that facility.
- Demand that cannot be met because it is located outside the catchment of a facility.

There is some evidence of unmet demand for gymnastics in Kings Lynn and West Norfolk. Kings Lynn Gymnastics Club operates a waiting list.

11.9 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. Gymnastics appeals to young people in particular and from that perspective it offers one option in the campaign against childhood obesity.

11.10 Assessments of need in neighbouring areas

The table below summarises strategic assessments of gymnastics needs in neighbouring areas.

Table 90: Assessments of gymnastics needs in neighbouring areas

Local Authority	Facilities priorities	Implications for Kings Lynn and West Norfolk
East Cambs District Council	The <i>East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan</i> (2015) does not include an assessment of gymnastics facilities needs.	There are no facilities in East Cambs close enough to serve the needs of West Norfolk residents.
Fenland District Council	The <i>Fenland District Indoor Sports Facility Strategy 2016 - 2031</i> (2016) identifies that 'Current and future need has been identified by British Gymnastics for additional provision for gymnastics clubs'.	Two facilities in Wisbech serve the needs of West Norfolk residents.
South Holland District Council	The <i>South Holland Sports Facilities Strategy 2018-2023</i> (2018) identifies that 'current gymnastics facilities are assessed to be at operating at full capacity. One additional facility will be required to meet future demand to 2040'.	The Long Sutton facility is close enough to serve some needs of West Norfolk residents.
North Norfolk District Council	The <i>North Norfolk Indoor Leisure Facilities Strategy</i> (2015) identified that 'there is a need for a specialist facility for North Walsham Sports Hall Gymnastics Club'.	There are no facilities in North Norfolk close enough to serve the needs of West Norfolk residents.
Breckland District Council	Breckland Council's <i>Evidence Base for Indoor and Built Sports and Recreational Facilities</i> (2017) does not include an assessment of gymnastics facilities needs.	There are no facilities in Breckland close enough to serve the needs of West Norfolk residents.
West Suffolk Council	The <i>West Suffolk Sports Facilities Assessment</i> (2022) concludes that 'current gymnastics facilities are assessed to be at operating at full capacity. Additional capacity will be required to meet future demand to 2040'.	There are no facilities in West Suffolk close enough to serve the needs of West Norfolk residents.

11.11 Sport-specific priorities

11.11.1 Strategy

Table 91: Gymnastics facilities strategy

Facilities priorities	Implications for Kings Lynn and West Norfolk
<p>British Gymnastics' <i>Facility Strategy 2017-2021</i> (2017) identifies facilities options:</p> <ul style="list-style-type: none"> • Standalone dedicated facilities - Achievable for most clubs. Can provide for participation and competition. • Multi-venue dedicated facilities - For large club-based organisations looking to further expand opportunities. • Dedicated facility as part of a multi-sport venue - Most likely to be local authority-based projects. • Non-dedicated space as part of leisure centre - Ideal for club delivery and mass participation activities. • Satellite venues - Opportunities for clubs to scale up their programmes and increase activity options. • Non-dedicated spaces in leisure centres - Ideal for introductory level, mass participation programmes. 	There are two specialist facilities in the borough.

11.11.2 Consultation with British Gymnastics

Consultation with British Gymnastics' Facilities Development Partner identified that:

- 'There is a large demand for more gymnastics opportunities and clubs all report large waiting lists. The total number of people estimated to be on waiting lists for gymnastics in 2020 was 1 million, with a further 1.9 million interested in the sport but not on a waiting list'.
- 'A key part of British Gymnastics' strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. The target by 2021 is for half of all clubs to have their own dedicated facilities, compared with one-third in 2014'.
- 'The main issue for gymnastics development is having access to sufficient dedicated space to enable clubs to grow and extend their programmes. The other key factor is the availability of coaches qualified at the right level'.
- 'Eligible British Gymnastics clubs are able to apply for Club Capital, a social investment impact loan. The £10m Club Capital fund offers unsecured loans of between £25,000 to £250,000 (up to £750,000 in exceptional circumstances) to enable clubs to move into new, or expand or safeguard existing, dedicated gymnastics facilities. Most loans will be over 4 years at an interest rate of 4%. 21 projects have gained approval thus far'.
- 'Recent developments for dedicated gymnastic provision include modular buildings and use of former retail units in town centres'.
- 'Titans Gymnastics Club are registered on our Facility Project List as wanting to develop a dedicated facility project. We understand that they have had to relocate due to lack of access to facilities during the pandemic. Supporting Titan's to increase access to both non dedicated and dedicated space is a priority'.
- 'Ensuring that Kings Lynn Gymnastics Club and Eagles Gymnastics club have long term access to dedicated spaces is also a priority'.
- 'In neighbouring areas both Fenland Gymnastics Academy and Fenland Flyers are registered on our Facility Project List. Fenland Gymnastics Academy state that they are at capacity in their existing dedicated facility and Fenland Flyers would like to transition from a non-dedicated to dedicated facility'.

11.12 Future demand for Gymnastics

11.12.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

11.12.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded young people's (under 16s) weekly participation rates for gymnastics at national level since 2017:

Table 92: 'Active Lives' survey national gymnastics participation rates 2017 - 2024

2017-18	2018-19	2019-20	2020-21	2121-22	2022-23	2023-24	% Change
13.6%	14.3%	13.6%	8.9%	11.7%	12.3%	12.4%	-1.2%

- Figures supplied by British Gymnastics suggest that participation in gymnastics is increasing, contrary to the 'Active Lives' figures which are for adults only. British Gymnastics membership reached 390,500 in 2017 and increased by about 12% in the period 2013-17. There was an increase in the East region of 12,000 participants to 43,000 in the years 2014 to 2020.
- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 93: 'Active Lives' Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

11.12.3 Future projections

An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics facilities capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics capacity by a similar amount. In both cases, this is likely to require additional facilities provision.

11.13 Key findings on demand

The key findings are as follows:

- Expressed demand for gymnastics in Kings Lynn and West Norfolk is increasing but can be accommodated by current facilities supply at present.
- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics facilities capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics capacity by a similar amount. In both cases, this is likely to require additional facilities provision.

11.14 Changes since 2023

There have been no significant changes in demand for gymnastics since 2023.

11.15 The balance between gymnastics facilities supply and demand

Four criteria have been assessed to evaluate the balance between gymnastics facilities supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

11.16 Quantity

11.16.1 Current needs

Current gymnastics facilities in Kings Lynn and West Norfolk are assessed to be at operating at close to full capacity.

11.16.2 Future needs

There will be sufficient capacity to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics facilities capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics capacity by a similar amount. In both cases, this is likely to require additional facilities provision.
- **Participation trends:** Expressed demand for gymnastics in Kings Lynn and West Norfolk is increasing and this is likely to continue until 2040, offset slightly by the falling number of people aged under 18.

11.17 Quality

11.17.1 Current quality

All aspects of the facilities used for gymnastics in Kings Lynn and West Norfolk are rated as at least 'good' quality. However, the gymnastics hall at Lynnsport is currently too short to accommodate a full-sized tumbling track.

11.17.2 Future quality

It is assumed that local providers will continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly. If the opportunity arises to extend the gymnastics facility at Lynnsport in the future, it should be taken.

11.18 Accessibility

11.18.1 Current accessibility

The population in the north and south of the borough are outside the catchment of a specialist facility.

11.18.2 Future accessibility

The current facilities are geographically poorly-located to serve boroughwide need, given the absence of specialist provision in the north of the borough.

11.19 Availability

11.19.1 Current availability

All local clubs have membership fees that are set at reasonable rates.

11.19.2 Future availability

It is reasonable to assume that similar membership arrangements will be offered in the future. If an additional capacity is provided, the additional capacity will improve availability.

11.20 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which gymnastics facilities provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Gymnastics is most popular with younger people and whilst they form a lower than average proportion of the local population, early involvement in sport and physical activity can create positive early years experiences.
- Specialist facility provision is concentrated in the central part of the borough, creating an accessibility deficiency in the north and south.

11.21 The options for securing additional gymnastics facilities

The options for securing existing and additional facilities capacity for gymnastics to meet current and future needs are as follows:

11.21.1 Protect

Local/Neighbourhood Plan policies for the protection of existing facilities used for gymnastics through the Local Plan will be key to securing local provision, by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

11.21.2 Provide

There is a need to provide additional facilities capacity for gymnastics in Kings Lynn and West Norfolk by 2040. This could be met through additional specialist facilities provision, extra sports hall capacity or a combination of the two. If the opportunity arises to extend the gymnastics facility at Lynnsport in the future, it should be taken.

11.21.3 Enhance

Ensuring that existing facilities used for gymnastics receive regular maintenance and improvements will be key to maintaining capacity.

11.22 Action Plan

The table below sets out the action plan for gymnastics facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

Table 94: Action plan for gymnastics facilities

<i>Issues</i>	<i>Action</i>	<i>Lead</i>	<i>Partners</i>	<i>Resources</i>	<i>Priority</i>
Protection of existing specialist gymnastics facilities.	Consider including a policy in the Local Plan to protect the existing specialist gymnastics facility.	KL&WNBC	-	-	High
Additional specialist gymnastics facilities required to meet future needs.	Examine the feasibility of further extensions to the existing specialist facilities.	Eagles Gymnastics Club KL&WNBC	British Gymnastics	Costings unknown	High

12 INDOOR ATHLETICS FACILITIES

Key findings:

- **Quantity:** There is one specialist indoor athletics facility in Kings Lynn and West Norfolk. This has sufficient capacity to meet all needs until 2040.
- **Quality:** The quality of the facility is 'good'.
- **Accessibility:** The population of all the main settlements in the borough is within the 60-minute drivetime catchment of the Lynnsport facility.
- **Availability:** The facility can be accessed on a block-booked basis.

12.1 Introduction

This section examines the provision of indoor athletics facilities in Kings Lynn and West Norfolk. Indoor athletics facilities are defined as specialist permanent indoor facilities with appropriate synthetic-surfaced floor and field event facilities.

12.2 Quantity

12.2.1 Indoor athletics facilities with community use

There is an indoor athletics facility at Alive Lynnsport, in the Sports Barn, an area that also accommodates football, netball and indoor athletics tennis use.

Table 95: Indoor athletics facilities in King's Lynn and West Norfolk

<i>Site</i>	<i>Address</i>	<i>Sub-Area</i>
Alive Lynnsport	Greenpark Avenue, Kings Lynn PE30 2NB	Kings Lynn

12.2.2 Indoor athletics facilities in neighbouring areas

There are no indoor athletics facilities close enough to the borough boundary to provide usage opportunities for some Kings Lynn and West Norfolk residents.

12.3 Quality

12.3.1 The criteria assessed for indoor athletics facilities

The criteria that were assessed were as follows:

- **The playing area:** The overall condition, playing surface, clear span roof height, lighting, spectator provision, equipment and fitness for purpose.
- **Changing facilities:** The capacity, condition and fitness for purpose.

- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Car parking, signposting, external lighting and proximity to public transport.

12.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

12.3.3 Indoor athletics facilities assessment

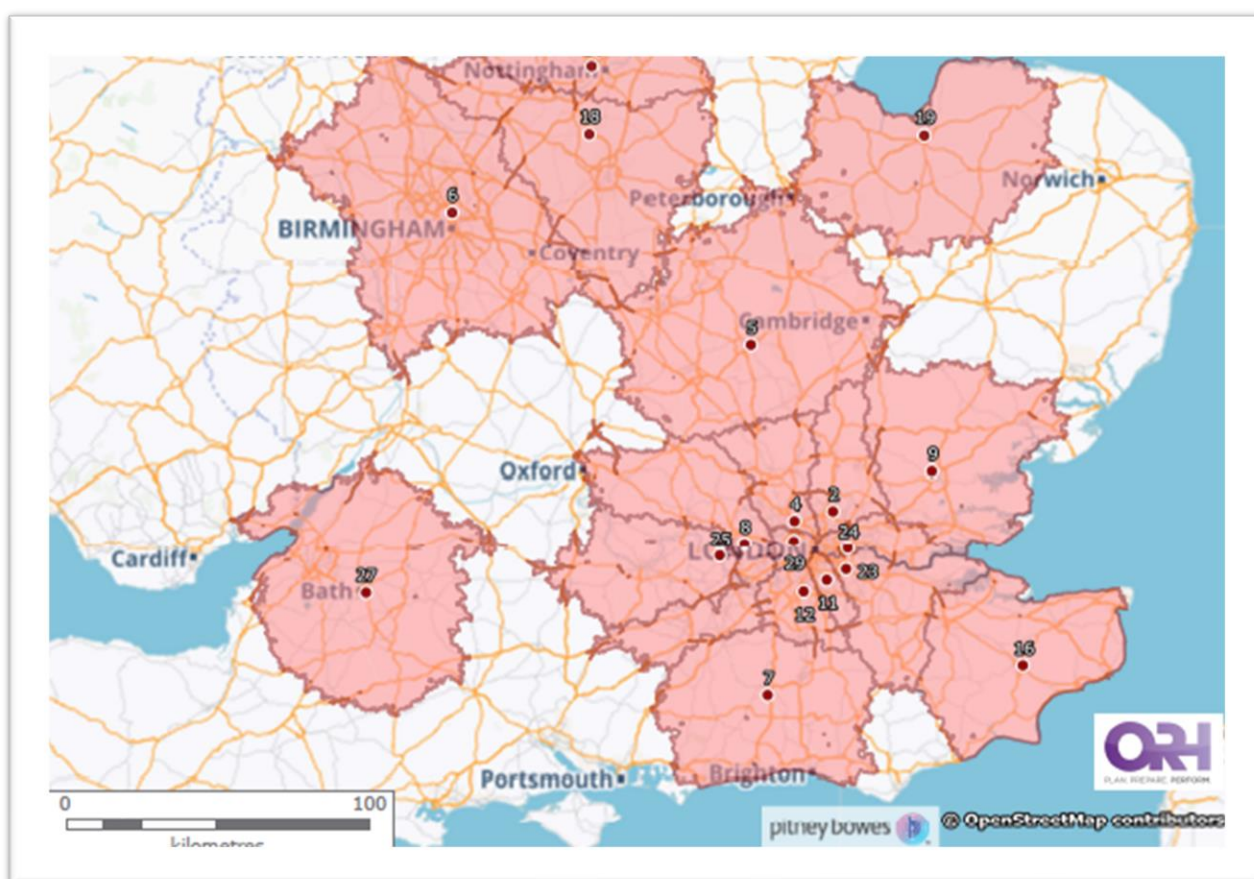
The ratings for the indoor athletics facilities are shown in the table below.

Table 95: Indoor athletics facilities in Kings Lynn and West Norfolk: Quality audit

<i>Facility</i>	<i>Playing area</i>	<i>Changing</i>	<i>Disability Access</i>	<i>General access</i>
Alive Lynnsport	4	5	5	5

12.4 Accessibility

Based on England Athletics research, the ‘effective catchment’ for indoor athletics facilities is 60 minutes driving time. The population of the whole borough is within 60-minutes’ drive time.



12.5 Availability

The indoor athletics facility at Lynnsport is available on the following basis:

Table 96: Indoor athletics facilities in Kings Lynn and West Norfolk: Availability

Facility	Opening hours use	Pricing	Peak usage
Alive Lynnsport	Mon-Fri 8.30am - 10pm Sat-Sun 8am - 6pm Block-bookings	Facility hire: £55 per hour full price £44 per hour with 'Alive Card'	60%*

* Includes non-athletics use.

12.6 Key findings on supply

The key findings are as follows:

- The indoor athletics facility at Alive Lynnsport provides usage opportunities for Kings Lynn and West Norfolk residents.
- The quality of the indoor facility is good.
- The population of the whole borough is within 60-minutes' drive time, with the overall catchment comprising 450,000 people including 1,000 England Athletics affiliated members.
- Block-booked access is available at Alive Lynnsport.

12.7 Current demand for indoor tennis courts

12.7.1 Expressed demand

Peak period demand at Alive Lynnsport is around 60% utilisation, although most of this is football netball and tennis use.

12.7.2 Displaced demand

With the nearest similar facilities in Cambridge, Nottingham and Chelmsford, there is significant imported demand for the Lynnsport facility from outside the borough.

12.7.3 Unmet demand

There is no evidence of any unmet demand in the borough.

12.8 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. As an activity appealing to both genders and most age groups, athletics is likely to have some appeal to new and lapsed sports participants.

12.9 Assessments of need in neighbouring areas

There are no assessments of indoor athletics needs in neighbouring areas.

12.10 Sport-specific priorities

England Athletics' *Facilities Strategy 2018 - 2025* contains the following material of relevance to indoor facilities:

Table 97: Sports specific facilities priorities for tennis

<i>Facilities priorities</i>	<i>Implications for Kings Lynn and West Norfolk</i>
<ul style="list-style-type: none"> • There are 20 indoor straights and four permanent 200m indoor track facilities in England, along with a temporary indoor facility located in Birmingham. • Indoor athletics facilities rely heavily on clusters of clubs, regular community/school usage and cross boundary competition programmes to make them operationally viable. Strategy consultation suggests that use of the current network of indoor straight facilities in England is not being maximised. Therefore the primary focus moving forward will be on retention of existing venues and improvement in their levels of use. • However, whilst indoor facilities serve a much larger catchment area than their outdoor equivalents, ideally the majority of the population should be within 60 minutes journey time of an indoor athletics facility and this is not achieved uniformly across the country. Previous studies have suggested that geographical coverage of indoor athletics facilities is weakest in the South-west, the South Coast, London, the East Midlands and East Anglia. 	The Lynnsport facility serves a wide, strategically important catchment.

England Athletics' Facilities and Planning Manager commented that 'the indoor athletics facility at Lynnsport is strategically important not only for Kings Lynn and West Norfolk but also for the Eastern region. The indoor facility at Lynnsport services a population catchment of 450,000 and over 1,000 EA affiliated members'.

12.11 Future demand for indoor athletics facilities

12.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

12.11.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for athletics and running at national level since 2015:

Table 98: 'Active Lives' survey national athletics and running participation rates 2015 - 2023

<i>2015/16</i>	<i>2016/17</i>	<i>2017/18</i>	<i>2018/19</i>	<i>2019/20</i>	<i>2020/21</i>	<i>2021/22</i>	<i>2022/23</i>	<i>% Change</i>
15.6%	15.6%	15.3%	14.7%	15.6%	13.7%	13.0%	13.5%	-2.1%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 99: 'Active Lives' survey: Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

12.11.4 Future projections

National track and field athletics participation rates have been falling in recent years as have general activity rates in Kings Lynn and West Norfolk over the same period, it would therefore be reasonable to assume that demand for athletics will remain static until 2040. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor athletics capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand for indoor athletics capacity by a similar amount.

12.12 Key findings on demand

The key findings are as follows:

- Athletics participation rates in Kings Lynn and West Norfolk are projected to remain static until 2040.
- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor athletics capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand for indoor athletics capacity by a similar amount. In both cases, the existing facility will meet all needs.

12.13 Changes since 2023

There have been no significant changes in demand for indoor athletics in Kings Lynn and West Norfolk since 2023.

12.14 The balance between indoor athletics facility supply and demand

Four criteria have been assessed to evaluate the balance between indoor athletics facility supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

12.15 Quantity

12.14.1 Current needs

Current indoor athletics needs in Kings Lynn and West Norfolk are met by the specialist facility at Alive Lynnsport, based upon the following evaluation:

- **Used capacity:** Peak usage rates average 60% at Alive Lynnsport (including tennis, netball and football) indicate some spare capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.

12.14.2 Future needs

Spare capacity at the existing indoor athletics facility at Lynnsport is likely to be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor athletics capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand for indoor athletics capacity by a similar amount.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.
- **Additional needs:** There is no evidence of unmet demand to justify the provision of additional indoor athletics facilities in Kings Lynn and West Norfolk.

12.16 Quality

12.15.1 Current quality

The quality of the existing facility at is 'good'.

12.15.2 Future quality

It seems reasonable to assume that the facility will continue to be maintained to a high standard.

12.17 Accessibility

12.16.1 Current accessibility

The population of the whole borough is within 60-minutes' drive time, with the overall catchment comprising 450,000 people including 1,000 England Athletics affiliated members.

12.16.2 Future accessibility

Future accessibility is likely to remain the same.

12.18 Availability

12.17.1 Current availability

Block-booked access to the indoor facility is available at Alive Lynnsport.

12.17.2 Future availability

Future availability is likely to reflect the current arrangements.

12.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which indoor athletics facilities provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Indoor athletics is a specialist activity that appeals to a limited cross-section of the community and as such it is unlikely to engage many new or lapsed participants.
- The facility Alive Lynnsport are also used for tennis, netball and football so the multi-functional nature of the facility delivers opportunities with wider appeal.

12.20 The options for securing additional indoor tennis court capacity

The options for securing indoor athletics facilities capacity to meet current and future needs are as follows:

12.19.1 Protect

Local/Neighbourhood Plan policies for the protection of the existing facility through the Local Plan will be key to securing local provision. Planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

12.19.2 Provide

There is insufficient evidence of need to provide additional indoor athletics facilities in Kings Lynn and West Norfolk.

12.21 Action Plan

The table below sets out the action plan for indoor athletics facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

Table 100: Action plan for indoor athletics facilities

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing indoor athletics facilities.	Consider including a policy in the Local Plan to protect the existing indoor athletics facilities.	KL&WNBC	-	-	High

13 VILLAGE AND COMMUNITY HALLS

Key findings:

- **Quantity:** There are 94 village and community halls in Kings Lynn and West Norfolk. There is spare capacity at all facilities to accommodate some additional usage.
- **Quality:** All halls can accommodate some informal, recreational sport and physical activity, but 11 have badminton court markings.
- **Accessibility:** All parts of the borough are within 10 minutes driving time of at least one village or community hall.
- **Availability:** Usage charges and opening hours are consistent with attracting a wide range of users.

13.1 Introduction

This section examines the provision of village and community halls in Kings Lynn and West Norfolk. Village and community halls are defined as community accessible facilities with the potential to accommodate some sport and physical activity.

13.2 Quantity

The location of village and community halls with community use in the borough is as follows:

Table 101: Village and community halls in Kings Lynn and West Norfolk

<i>Hall</i>	<i>Address</i>	<i>Dimensions</i>	<i>Sub-area</i>
Amy Robsart Hall	The Street, Syderstone PE31 8SD	15m x 8m x 3m	Hunstanton
Barroway Drove Village Hall	Barroway Drove PE38 0AL	18m x 9m x 4m	Downham Market
Barton Bendish Village Hall	Church Road, Barton Bendish PE33 9GF	10.5m x 8.5m x 4m	Downham Market
Brancaster Village Hall	Main Road, Brancaster PE31 8AA	12m x 7m x 4m	Hunstanton
Brancaster Staithe Village Hall	Main Road, Brancaster Staithe PE31 8BX	12.7m x 7.2	Hunstanton
Burnham Market Village Hall	Beacon Hill Rd, Burnham Market PE31 8ER	12m x 5m x 3m	Hunstanton
Burnham Overy Staithe Village Hall	New Road, Burnham Overy Staithe PE31 8JD	8m x 5m x 4m	Hunstanton
Castle Acre Village Hall	Pye's Lane, Castle Acre PE32 2XB	12m x 9m x 3m	Kings Lynn
Central Hall, Emneth	Gaultree Square, Emneth PE14 8DA	20m x 10m x 4m	Downham Market
Clenchwarton Memorial Hall	Black Horse Road, Clenchwarton PE34 4DN	18m x 7m x 3m Plans to replace	Kings Lynn
Crimplesham Village Hall	Market Lane Crimplesham PE33 9DZ	15m x 8m x 4m	Downham Market
Denver Village Hall	24 Sluice Rd Denver PE38 0DY	13m x 7m x 3m	Downham Market
Dersingham Village Centre	83 Manor Road Dersingham PE31 6YU	18m x 13m x 4m	Hunstanton

<i>Hall</i>	<i>Address</i>	<i>Dimensions</i>	<i>Sub-area</i>
Discovery Youth Centre	Columbia Way, King's Lynn PE30 2LA	33m x 16m x 5m	Kings Lynn
Docking Pavilion	Bradmere Lane, Docking PE31 8NQ	10m x 6m x 3m	Hunstanton
Downham Market Methodist Church Hall	Paradise Road, Downham Market PE38 9JE	14m x 8.5m x 3m	Downham Market
Downham Market Town Hall	Bridge St., Downham Market PE38 9DW	11m x 9.8m x 4m	Downham Market
East Rudham Village Hall	School Road, East Rudham PE31 8GN	15m x 8m x 4m	Hunstanton
East Winch Village Hall	Station Rd, East Winch PE32 1NR	8m x 5m x 2.5m	Kings Lynn
Fairstead Community Centre	Fairstead Estate, King's Lynn PE30 4SR	15m x 10m x 4m	Kings Lynn
Feltwell British Legion	Long Lane, Feltwell IP26 4BJ	12m x 5m x 2.5m	Downham Market
Fincham Memorial Hall	122 Main Road, Fincham PE33 9EN	15m x 8m x 3m	Downham Market
Flitcham cum Appleton Community Centre	Bell Hill, Flitcham PE31 6BU	10m x 8m x 2.5m	Hunstanton
Gayton Jubilee Village Hall	Lynn Road, Gayton PE32 1PA	15m x 8m x 3m	Kings Lynn
Gaywood Community Centre	Cemetery Drive, King's Lynn PE30 4EL	19m x 9m x 3m	Kings Lynn
Great Massingham Village Hall	Station Rd, Great Massingham PE32 2HU	15m x 10m x 3m	Hunstanton
Grimston Village Hall	Cliff-en-Howe Road Grimston PE32 1BY	15m x 10m x 3m	Kings Lynn
Harpley Village Hall	Nethergate Street Harpley PE31 6TW	8m x 6m x 3m	Hunstanton
Heacham Public Hall	Station Road, Heacham PE31 7HG	15m x 8m x 4m	Hunstanton
Hilgay Village Hall	22 High St. Hilgay PE38 0LH	12m x 8m x 4m	Downham Market
Hockwold Village Hall	86 Main Street Hockwold IP26 4LW	15m x 8m x 5m	Downham Market
Holme Next the Sea Village Hall	Kirkgate Holme-next-the-Sea PE36 6LH	11.5m x 7m x 4m	Hunstanton
Hunstanton Community Centre	Avenue Rd Hunstanton PE36 5BW	12m x 6m x 3m	Hunstanton
Hunstanton Town Hall	The Green Hunstanton PE36 6BQ	18m x 12m x 4m	Hunstanton
Ingoldisthorpe Church Hall	36 Hill Road Ingoldisthorpe PE31 6NZ	12m x 8m x 3m	Hunstanton
Jepson Hall	Sutton Rd, Walpole Cross Keys PE34 4HD	12m x 8m x 3m	Downham Market
Jubilee Community Centre	Howdale Road Downham Market PE38 9AH	15m x 10m x 4m	Downham Market
Kings Lynn Masonic Centre	Hamburg Way, King's Lynn PE30 2ND	15m x 10m x 4m	Kings Lynn
Leziate Village Hall	Brow of the Hill, Leziate PE32 1EN	10m x 6m x 3m	Kings Lynn
Lakes End Village Hall	Main Road, Lakes End PE14 9QL	15m x 6m x 3m	Downham Market
Marham Village Hall	School Lane, Marham PE33 9JA	15m x 6m x 4m	Downham Market
Marshland Hall	Smeeth Rd, Marshland St. James PE14 8JB	18m x 6m x 3m	Downham Market
Middleton Village Hall	School Road, Middleton PE32 1SA	15m x 8m x 4m	Kings Lynn
Nelson Memorial Hall	Church Lane Burnham Thorpe PE31 8HS	15m x 6m x 4m	Hunstanton
Nordelph Village Hall	Birchfield Road, Nordelph PE38 0BP	10m x 10m x 3m	Downham Market
North Creake Village Hall	Church Street, North Creake NR21 9LQ	15m x 8m x 4m	Hunstanton
North Wootton Village Hall	Priory Lane, North Wootton PE30 3PT	15m x 8m x 4m	Kings Lynn

<i>Hall</i>	<i>Address</i>	<i>Dimensions</i>	<i>Sub-area</i>
Northwold Village Hall	School Lane, Northwold IP26 5LL	10m x 5m x 4m	Downham Market
Old Friends Hall	Sunnyside, Heacham PE31 7DU	6m x 4m x 3m	Hunstanton
Old Hunstanton Village Hall	Old Hunstanton Road, Old Hunstanton PE36 6HS	10m x 6m x 3m	Hunstanton
Outwell Village Hall	136 Wisbech Rd, Outwell PE14 8PF	18m x 10m x 4m	Downham Market
Pentney Village Hall	Narborough Road Pentney PE32 1JD	15m x 8m x 2.5m	Downham Market
Reffley Community Hall	Reffley Lane, King's Lynn PE30 3EQ	17m x 10m x 3m	Kings Lynn
Ringstead Village Hall	High Street, Ringstead PE36 5JU	12m x 8m x 4m	Hunstanton
Ripper Memorial Hall Docking	High Street, Docking PE31 8NG	18.5m x 7.5m x 5m	Hunstanton
Runcton Holme Parish Hall	Downham Road, Runcton Holme PE33 0AD	15m x 8m x 4m	Downham Market
Sedgeford Village Hall	Jarvie Close, Sedgeford PE36 5NR	14m x 6m x 3.5m	Hunstanton
Shouldham Village Hall	Eastgate Street, Shouldham PE33 0DD	12m x 8m x 3m	Downham Market
Snettisham Memorial Hall	Old Church Rd, Snettisham PE31 7LX	18m x 8m x 4m	Hunstanton
South Creake Memorial Pavilion	The Green, South Creake NR21 9PD	10m x 6m x 3m	Hunstanton
South Lynn Community Centre	St Michaels Rd, King's Lynn, PE30 5HE	15m x 10m x 4m	Kings Lynn
South Wootton Village Hall	Church Lane, South Wootton, PE30 3LJ	13m x 11m x 3m	Kings Lynn
Southery Village Hall	Recreation Drive, Southery PE38 0NB	20m x 12m x 3m	Downham Market
St. George's Hall Complex	High Street, Methwold IP26 4NT	15m x 8m x 4m	Downham Market
Stanhoe Village Hall Room	1 Cross Lane, Stanhoe PE31 8PS	14m x 6m x 2.5m	Hunstanton
Stoke Ferry Community Centre	Wretton Road, Stoke Ferry PE33 9QJ	33m x 17m x 4.5m	Downham Market
Stoke Ferry Village Hall	Lynn Road, Stoke Ferry PE33 9SE	-	Downham Market
Stow Bridge Village Hall	Holme Road, Stow Bridge PE34 3PW	15m x 6m x 4m	Downham Market
Ten Mile Bank Village Hall	Station Road, Ten Mile Bank PE38 0EP	6m x 4m x 3m	Downham Market
Terrington St. John Methodist Church Hall	Ely Row, Terrington St John PE14 7RS	5m x 4m x 3m	Kings Lynn
The Pavilion	Churchgate Way, Terrington St Clement PE34 4PG	10m x 8m x 4m	Kings Lynn
Thornham Village Hall	High Street, Thornham PE36 6LX	15m x 8m x 4m	Hunstanton
Three Holes Village Hall	Squires Drove, Three Holes PE14 9JY	17m x 10m x 4m	Downham Market
Tilney St. Lawrence Village Hall	Magdalen Rd, Tilney St Lawrence PE34 4RF	20m x 10m x 4m	Downham Market
Tilney All Saints Village Hall	Church Road, Tilney All Saints PE34 4SJ	12m x 7m x 3m	Downham Market
Tottenham & Wormegay Village Hall	Whin Common Rd, Tottenham, PE33 0RS	8m x 5m x 3m	Downham Market

<i>Hall</i>	<i>Address</i>	<i>Dimensions</i>	<i>Sub-area</i>
Upwell Village Hall	6 New Road, Upwell PE14 9AB	15m x 8m x 4m	Downham Market
Village Meeting Place, North Runcton	School Lane, North Runcton PE33 0RB	6m x 5m x 3m	Downham Market
Walpole Community Centre	Summer Close, Walpole St Andrew PE14 7JW	15m x 8m x 4m	Downham Market
Walpole Highway Village Hall	Hall Road Walpole Highway PE14 7QD	18m x 10 mx 4m	Downham Market
Walpole St Peter Parish Hall	Church Road, Walpole St. Peter PE14 7NS	18m x 10m x 3m	Downham Market
Walsoken Village Hall	Kirkgate Street, Walsoken PE13 3QX	15m x 8m x 4,5m	Downham Market
Watlington Village Hall	Lynn Road, Watlington PE33 0HP	10m x 9m x 4m	Downham Market
William Marshall Centre	Hurne Drove, Welney PE14 9SD	18m x 10m x 5m	Downham Market
Wereham Village Hall	Church Road, Wereham, PE33 9AP	6m x 5m x 3m	Hunstanton
West Acre Village Hall	Sandy Lane West Acre PE32 1TX.	18m x 8m x 4m	Downham Market
West Dereham Village Hall	Church Road, West Dereham PE33 9RW	-	Kings Lynn
West Newton Village Hall	St. Peter's Road, West Lynn PE34 3LB	10m x 4m x 3m	Downham Market
West Walton Village Hall	Mill Road West Walton PE14 7EU	16m x 8m x 4m	Kings Lynn
West Winch Village Hall (William Burt Complex)	Watering Lane West Winch PE33 0JY	17m x 8m x 3m	Downham Market
Wiggenhall St Germans Memorial Hall	School Road Wiggenhall St Germans PE34 3DR	20m x 11m x 4m	Downham Market
Wiggenhall St. Mary Magdalen Village Hall	Park Crescent Wiggenhall St. Mary Magdalen PE34 3BU	15m x 8m x 3m	Downham Market
Wimbotsham Village Hall	Low Road Wimbotsham PE34 3QQ	-	Hunstanton
Wormegay Mission Room	118 Wolferton Sandringham PE31 6HA	18m x 8m x 3m	Downham Market

The distribution of village and community halls by sub-area in Kings Lynn and West Norfolk is as follows:

Table 102: Village and community halls in Kings Lynn and West Norfolk by Sub-area

<i>Sub-area</i>	<i>Sub-area population 2020</i>	<i>No. halls</i>	<i>Halls per capita</i>
Hunstanton and surrounds	28,316	29	1: 976
Kings Lynn and surrounds	67,643	19	1: 3,979
Downham Market and surrounds	55,286	46	1: 1,202
KL & WEST NORFOLK	151,245	94	1: 1,609

13.3 Quality

13.3.1 The criteria assessed

The quality of village and community halls was assessed on the basis of their suitability to accommodate sport and physical activity:

- **Provision for formal sport:** Including dedicated sports facilities and markings and changing rooms. These are given a rating of 4.
- **Available for a range informal physical activity:** The provision of a space which can be used for several recreational sports. These are given a rating of 3.
- **Limited availability for physical activity:** The provision of a space which can be used for exercise classes such as yoga or aerobics. These are given a rating of 2.
- **Not available for physical activity:** These are given a rating of 1.

Table 103: Village and community halls in Kings Lynn and West Norfolk

<i>Facility</i>	<i>Rating</i>
Amy Robsart Hall	2
Barroway Drove Village Hall	2
Barton Bendish Village Hall	2
Brancaster Village Hall	2
Brancaster Staithe Village Hall	2
Burnham Market Village Hall	2
Burnham Overy Staithe Village Hall	2
Castle Acre Village Hall	2
Central Hall, Emneth	3
Clenchwarton Memorial Hall	2
Crimplesham Village Hall	2
Denver Village Hall	3
Dersingham Village Centre	3
Discovery Youth Centre	4
Docking Pavilion	2
Downham Market Methodist Church Hall	2
Downham Market Town Hall	3
East Rudham Village Hall	3
East Winch Village Hall	2
Fairstead Community Centre	3
Feltwell British Legion	2
Fincham Memorial Hall	2
Flitcham cum Appleton Community Centre	2
Gayton Jubilee Village Hall	2
Gaywood Community Centre	2
Great Massingham Village Hall	3
Grimston Village Hall	2
Harpley Village Hall	2
Heacham Public Hall	2


<i>Facility</i>	<i>Rating</i>
Hilgay Village Hall	2
Hockwold Village Hall	3
Holme Next the Sea Village Hall	2
Hunstanton Community Centre	2
Hunstanton Town Hall	2
Ingoldisthorpe Church Hall	2
Jepson Hall	2
Jubilee Community Centre	2
Kings Lynn Masonic Centre	2
Leziate Village Hall	2
Lakes End Village Hall	2
Marham Village Hall	2
Marshland Hall	4
Middleton Village Hall	3
Nelson Memorial Hall	3
Nordelph Village Hall	2
North Creake Village Hall	2
North Wootton Village Hall	2
Northwold Village Hall	2
Old Friends Hall	1
Old Hunstanton Village Hall	2
Outwell Village Hall	3
Pentney Village Hall	2
Reffley Community Hall	2
Ringstead Village Hall	2
Ripper Memorial Hall Docking	3
Runcton Holme Parish Hall	2
Sedgeford Village Hall	4
Shouldham Village Hall	2
Snettisham Memorial Hall	3
South Creake Memorial Pavilion	4
South Lynn Community Centre	3
South Wootton Village Hall	2
Southery Village Hall	2
St. George's Hall Complex	3
Stanhoe Village Hall Room	2
Stoke Ferry Community Centre	4
Stoke Ferry Village Hall	1
Stow Bridge Village Hall	4
Ten Mile Bank Village Hall	2
Terrington St. John Methodist Church Hall	1
The Pavilion	3
Thornham Village Hall	2
Three Holes Village Hall	3
Tilney St. Lawrence Village Hall	3
Tilney All Saints Village Hall	3
Tottenham & Wormegay Village Hall	2

<i>Facility</i>	<i>Rating</i>
Upwell Village Hall	3
Village Meeting Place, North Runcton	2
Walpole Community Centre	3
Walpole Highway Village Hall	3
Walpole St Peter Parish Hall	2
Walsoken Village Hall	2
Watlington Village Hall	4
William Marshall Centre	4
Wereham Village Hall	4
West Acre Village Hall	2
West Dereham Village Hall	3
West Newton Village Hall	2
West Walton Village Hall	2
West Winch Village Hall (William Burt Complex)	4
Wiggenhall St Germans Memorial Hall	3
Wiggenhall St. Mary Magdalen Village Hall	4
Wimbotsham Village Hall	3
Wormegay Mission Room	1

13.4 Accessibility

The ‘effective catchment’ for village and community halls is 20 minutes driving time. The whole of the borough is within the catchment of at least one facility.

[illegible]

 VILLAGE HALLS 10 MINS DRIVE
 10.0 Minutes
 KINGS LYNN, HUNSTANTON, DOWNHAM MARKET SUB AREAS
 KINGS LYNN AND WEST NORFOLK DISTRICT BOUNDARY



13.5 Availability and use

The table below identifies the sport and physical activity currently accommodated at village and community halls in Kings Lynn and West Norfolk. The information was supplied by the facility operators:

Table 104: Sports activities in village and community halls in Kings Lynn and West Norfolk

<i>Facility</i>	<i>Sports activities accommodated</i>
Amy Robsart Hall	None
Barroway Drove Village Hall	Fitness training
Barton Bendish Village Hall	Yoga
Brancaster Village Hall	Pilates, Line dancing
Brancaster Staithe Village Hall	Carpet bowls
Burnham Market Village Hall	None
Burnham Overy Staithe Village Hall	Table tennis
Castle Acre Village Hall	None
Central Hall, Emneth	Yoga, Carpet bowls, Dance fit
Clenchwarton Memorial Hall	None
Crimplesham Village Hall	Dance classes
Denver Village Hall	Yoga, line dancing
Dersingham Village Centre	Yoga, Pilates, Dance, Carpet bowls
Discovery Youth Centre	Badminton, 5-a-side football
Docking Pavilion	None
Downham Market Methodist Church Hall	Carpet bowls
Downham Market Town Hall	Yoga
East Rudham Village Hall	Badminton, Fitness classes
East Winch Village Hall	Keep fit, Dance
Fairstead Community Centre	Keep fit
Feltwell British Legion	Carpet bowls
Fincham Memorial Hall	Zumba
Flitcham-cum-Appleton Community Centre	Keep fit, Yoga
Gayton Jubilee Village Hall	Keep fit
Gaywood Community Centre	Line dancing
Great Massingham Village Hall	Carpet bowls, keep fit, snooker
Grimston Village Hall	Keep fit, dance
Harpley Village Hall	Zumba
Heacham Public Hall	Fitness, badminton
Hilgay Village Hall	Yoga
Hockwold Village Hall	Badminton, Keep fit
Holme Next the Sea Village Hall	Carpet bowls
Hunstanton Community Centre	Dance, Keep fit
Hunstanton Town Hall	None
Ingoldisthorpe Church Hall	Keep fit
Jepson Hall	Short mat bowls, Yoga
Jubilee Community Centre	Fitness classes
Kings Lynn Masonic Centre	Yin Yoga
Leziate Village Hall	Keep fit
Lakes End Village Hall	Fitness classes

<i>Facility</i>	<i>Sports activities accommodated</i>
Marham Village Hall	Yoga
Marshland Hall	Fitness, Pilates, Karate, Carpet bowls
Middleton Village Hall	Short mat bowls, Yoga
Nelson Memorial Hall	Fitness classes
Nordelph Village Hall	Yoga
North Creake Village Hall	Keep fit
North Wootton Village Hall	Fitness classes
Northwold Village Hall	Yoga
Old Friends Hall	None
Old Hunstanton Village Hall	Yoga, Pilates, Zumba, Kettlecise
Outwell Village Hall	Dance, fitness
Pentney Village Hall	Dance
Reffley Community Hall	Yoga, Pilates, Dance
Ringstead Village Hall	Line dancing
Ripper Memorial Hall Docking	Badminton, Short Mat Bowls, Pilates
Runcton Holme Parish Hall	Table Tennis, fitness
Sedgeford Village Hall	Yoga, table tennis, carpet bowls
Shouldham Village Hall	None
Snettisham Memorial Hall	Indoor bowls, Dance, Pilates
South Creake Memorial Pavilion	Yoga, Paracise
South Lynn Community Centre	Keep fit
South Wootton Village Hall	Dance
Southery Village Hall	Fitness
St. George's Hall Complex	Badminton, Zumba
Stanhoe Village Hall Room	None
Stoke Ferry Community Centre	Basketball, five-a-side football, fitness
Stoke Ferry Village Hall	None
Stow Bridge Village Hall	Dance, fitness
Ten Mile Bank Village Hall	None
Terrington St. John Methodist Church Hall	None
The Pavilion	Fitness, zumba
Thornham Village Hall	Cinema, dance
Three Holes Village Hall	Indoor bowls, fitness
Tilney St. Lawrence Village Hall	Short mat bowls, table tennis
Tilney All Saints Village Hall	Table Tennis
Tottenham & Wormegay Village Hall	Chair yoga, BoxFit
Upwell Village Hall	Pilates, fitness, indoor bowls
Village Meeting Place, North Runcton	None
Walpole Community Centre	Gymnastics, Badminton
Walpole Highway Village Hall	None
Walpole St Peter Parish Hall	None
Walsoken Village Hall	None
Watlington Village Hall	Badminton, dance, indoor bowls
William Marshall Centre	Fitness, boxercise.
Wereham Village Hall	Pilates, Zumba, Dodgeball, Badminton
West Acre Village Hall	None
West Dereham Village Hall	Yoga, dance

<i>Facility</i>	<i>Sports activities accommodated</i>
West Newton Village Hall	Hiit Fitness
West Walton Village Hall	Running club
West Winch Village Hall (William Burt Complex)	Badminton, fitness
Wiggenhall St Germans Memorial Hall	Indoor bowls, youth club
Wiggenhall St. Mary Magdalen Village Hall	Short mat bowls
Wimbotsham Village Hall	Yoga
Wormegay Mission Room	None

13.6 Key findings on supply

The key findings are as follows:

- There are 94 village and community halls currently available in Kings Lynn and West Norfolk.
- All facilities are available for hire by groups and individuals.
- Hire charges vary widely from £8 to £12 an hour or £18 to £127 for half-a-day, but most offer discounted rates to local and/or regular hirers.
- All halls can accommodate some informal, recreational sport and physical activity, but 11 have formal badminton court markings.

13.7 Changes since 2023

There have been no changes in the supply of village and community halls since 2023.

13.8 Current demand for village and community halls

13.8.1 Expressed demand

Most of the village and community halls accommodate at least some sport and physical activity, but this is generally a small component of usage programmes that include a wide range of other social and community functions. Most of the demand served is for recreational level sports activities, complementing the more formal sports opportunities available in the specialist indoor sports facilities.

13.8.2 Displaced demand

Displaced demand relates to users of village and community halls from within the study area which takes place outside of the area. Because they serve a relatively localised catchment, there is no evidence of Kings Lynn and West Norfolk residents accessing halls outside the borough.

13.8.3 Unmet demand

All village and community halls have some spare capacity to accommodate additional activities, so there is no evidence of unmet demand in the borough.

13.9 Assessments of need in neighbouring areas

There are no assessments of need for village and community halls in neighbouring areas.

13.10 Sport-specific priorities

There are no identified strategic priorities for developing village and community halls in Kings Lynn and West Norfolk.

13.11 Future demand for village and community halls

13.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

13.11.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for activities accommodates in village and community halls at national level since 2015:

Table 105: 'Active Lives' survey national participation rates for village hall activities 2015 - 2020

Sport	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
Fitness class	14.3%	14.6%	14.1%	14.9%	14.0%	12.1%	12.5%	13.4%	-0.9%
Fit activities	-	29.5%	30.0%	30.8%	28.0%	24.9%	27.2%	28.7%	-0.8%
Martial arts	0.4%	0.5%	0.6%	0.5%	0.4%	0.4%	0.5%	0.6%	0.0%

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 106: 'Active Lives' Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	% Change
78.5%	70.1%	71.4%	77.5%	71.7%	67.3%	66.3%	71.7%	-6.8%

13.11.3 Future projections

Participation rates in sports that use village and community halls have increased slightly in recent years, whilst general activity rates in Kings Lynn and West Norfolk have fallen, so it would therefore be reasonable to assume that demand for village and community halls will remain steady until 2040. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for halls by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand by that figure.

13.12 Key findings on demand

The key findings are as follows:

- Village and community halls meet demand for a wide range of sport and physical activities at a recreational level.
- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for halls by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand by that figure.

13.13 Changes since 2023

There have been no significant changes in demand for village and community halls since 2023.

13.14 The balance between village and community halls supply and demand

Four criteria have been assessed to evaluate the balance between village and community hall supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

13.15 Quantity

13.15.1 Current needs

Current village and community halls in Kings Lynn and West Norfolk are assessed to be at operating with some spare capacity, based upon the following evaluation:

- **Used peak capacity:** Analysis of usage programmes in the peak period for all village and community hall use, including non-sports activity, reveals around 20% spare capacity, which is collectively equivalent to 19 of the 95 halls.
- **Satisfied demand:** There is no evidence of unmet demand, with a good geographical spread of provision.

13.15.2 Future needs

The quantity of village and community halls required to meet future needs has been assessed as adequate to meet additional demand by 2040, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for halls by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand by that figure.

- **Participation trends:** Participation trends for sports using village and community halls are projected to remain static.
- **Additional needs:** Existing spare capacity at village and community halls is around 20%, which will be sufficient to accommodate all additional demand by 2040.

13.16 Quality

13.16.1 Current quality

There are no significant quality issues relating to village and community halls in Kings Lynn and West Norfolk, although the position should be kept under review.

13.16.2 Future quality

All local providers continue to invest in maintaining and improving their facilities, so it seems reasonable to assume that local provision will continue to be upgraded regularly.

13.17 Accessibility

13.17.1 Current accessibility

The whole population is within 10 minutes driving time of the nearest village and community hall.

13.17.2 Future accessibility

Existing facilities are well located to serve additional future demand.

13.18 Availability

13.18.1 Current availability

All facilities offer 'pay-and-play' public access.

13.18.2 Future availability

It is likely that prices will continue to be geared towards affordability.

13.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which village and community halls provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Village and community halls provide a network opportunities to participate in sport and physical activity at a local level and in a familiar environment and as such they can overcome some of the barriers for lapsed or new participants.
- At present, there is no co-ordination between village and community hall providers to help address the shared strategic outcome of 'better integration between the needs of low participant groups and the sport and physical activity opportunities provided'.

13.20 The options for securing additional village and community halls

The options for securing existing and additional village and community hall capacity to meet current and future needs are as follows:

13.20.1 Protect

Local/Neighbourhood Plan policies for the protection of existing village and community halls through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility. To maximise the potential for sports use, all replacement halls should comply with the dimensions needed for a badminton court (18m x 10m x 6.1m) and the provisions of Sport England's *'Village and Community Halls: Design Guidance Note'* (2001).

13.20.2 Enhance

Enhancing existing village and community hall capacity by supporting applications by hall providers for extensions or enhancements such as the addition of changing facilities.

13.21 Action Plan

The table below sets out the action plan for village and community halls to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

Table 107: Village and community halls action plan

Issues	Action	Lead	Partners	Resources	Priority
Protection of existing village and community halls.	Consider including a policy in the Local Plan to protect all existing village and community halls	KL&WN BC	-	-	High
Improving sport and physical activity usage potential of halls.	Support applications by hall providers for extensions or enhancements such as the addition of changing facilities.	Hall providers	KL&WNBC	TBC	High

14 POLICIES AND RECOMMENDATIONS

14.1 Introduction

This section contains policies and recommendations for the protection, enhancement and provision of sports facilities in Kings Lynn and West Norfolk.

14.2 Policy context

The recommendations made in the context of the National Planning Policy Framework (NPPF), which stipulates that existing sports facilities, should not be built upon unless:

- An assessment has taken place which has clearly shown the facility to be surplus to requirements, or;
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality, in a suitable location, or;
- The development is for alternative sport and recreation provision, the needs for which clearly outweighs the loss.

14.3 Protect

14.3.1 Recommendation 1: Safeguarding existing provision

The Kings Lynn and West Norfolk Sports Facilities Strategy (SFS) comprises a robust and evidence-based assessment of current and future needs for sports facilities in the borough. The Assessment has identified a need for all current facilities to be retained, on the basis of the specific identified roles that each can play in delivering the needs of sport in the borough both now and in the future. It is therefore recommended that existing planning policies continue to support the retention of all sites, based upon the evidence in the SFS.

14.3.2 Recommendation 2: Community access to education sports facilities

A significant proportion of some types of sports facility in Kings Lynn and West Norfolk are located on school sites. Most of these facilities are not subject to formal Community Use Agreements and external use could, therefore in theory be withdrawn at any time. Some education sports facilities have no community use at all at present, which does not optimise the use of public resources. Furthermore, the management arrangements for many school sports facilities with external use are not conducive to maximising that use. It is therefore recommended that:

- Efforts are made to secure formal Community Use Agreements at existing education sports facilities.
- Community Use Agreements become a standard condition of planning consent at all new education sports facilities, along with a design and specification that is consistent with maximising school and community use.

- Community Use Agreements become a standard condition of receiving funding from developer contributions to improve or enhance the capacity of existing sports facilities on education sites, to meet the additional demand arising from housing developments.
- Support be offered to schools with their community use management arrangements.

14.4 Enhance

14.4.1 Recommendation 3: Capacity improvements

Some of the current demand for sports facilities in Kings Lynn and West Norfolk can be accommodated through enhancements to existing facilities that will facilitate extra usage at existing sites. It is recommended that the site-specific action plan in the Kings Lynn and West Norfolk SFS be used as the basis for prioritising facilities enhancements that will help to alleviate the current identified and future projected deficits.

14.4.2 Recommendation 4: Developer contributions (enhancements)

Some of the additional demand arising from the proposed housing development and the related population growth in Kings Lynn and West Norfolk, can be accommodated through enhancements to existing sports facilities. It is therefore recommended that:

- The action plan in the Kings Lynn and West Norfolk SFS be used as the basis for determining facility enhancements that demonstrably relate to the scale and location of specific developments.
- An appropriate level of financial contributions should then be sought under Section 106 or CIL arrangements, using Sport England's Sports Facility Calculator tool, to cover the capital and revenue implications of the enhancements.

14.5 Provide

14.5.1 Recommendation 6: New sports facilities

Two population growth scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

Whilst spare capacity in most types of sports facility can meet current and future needs to 2040, specific shortfalls identified in the Kings Lynn and West Norfolk SFS by an evidence-based needs assessment based upon the above projections, that would best be met through new provision include:

Table 108: Summary of current and future sports facilities needs in Kings Lynn and West Norfolk

Facility type	Current surplus or deficit	Additional needs by 2040 - Lower population	Additional needs by 2040 - Higher population
Sports halls	Current sports halls are operating at just within 'comfortable capacity'.	0.33 four-badminton court sized sports halls with full community access. This can be accommodated by securing community access to school sports halls.	1.70 four-badminton court sized sports halls with full community access). This could be met by providing one additional four-badminton court sized sports hall.
Swimming pools	Current swimming pools are operating with some limited spare capacity.	0.24 four-lane 25m pool with full community access, to be met by expanding capacity at existing pools when refurbished.	1.23 four-lane 25m pools with full community access, to be met by expanding capacity at existing pools when refurbished.
Health and fitness	Current health and fitness facilities are operating at close to full capacity.	66 fitness stations, to be met by additional provision by leisure centres and commercial providers.	159 fitness stations, to be met by additional provision by leisure centres and commercial providers.
Squash courts	Spare capacity of 50% in the peak period.	Additional needs met by current spare capacity	Additional needs met by current spare capacity
Indoor tennis courts	Needs met by courts in the sports barn at Lynnsport and sites in neighbouring areas.	Additional needs met by current spare capacity	Additional needs met by current spare capacity
Indoor bowls	Spare capacity of 60% in the peak period.	Additional needs met by current spare capacity	Additional needs met by current spare capacity
Gymnastics facilities	Additional capacity needed	Extension to the existing specialist facilities	Extension to the existing specialist facilities
Indoor athletics	Needs met by the sports barn at Lynnsport	Additional needs met by current spare capacity	Additional needs met by current spare capacity
Village and community halls	Spare capacity of 20% in the peak period.	Additional needs met by current spare capacity	Additional needs met by current spare capacity

It is recommended that Kings Lynn and West Norfolk Borough Council should play an active role in encouraging the provision of these facilities, in conjunction with other local stakeholders.

14.5.2 Recommendation 7: Developer contributions (new provision)

Some of the additional demand arising from the proposed housing development in Kings Lynn and West Norfolk can be accommodated through the provision of new sports facilities. It is therefore recommended that:

- The action plan in the Kings Lynn and West Norfolk SFS be used as the basis for determining new facility provision that demonstrably relates to the scale and location of specific developments.
- An appropriate level of financial contributions should then be sought under Section 106 or CIL arrangements, using Sport England's Sports Facility Calculator tool, to cover the capital and revenue implications of providing the facilities.

15 IMPLEMENTING AND REVIEWING THE STRATEGY

15.1 Introduction

This section identifies the applications of the Kings Lynn and West Norfolk Sports Facilities Strategy (SFS) and the mechanisms for reviewing it to ensure that it remains robust and up-to-date.

15.2 Assessment implementation

The success of the SFS will be determined by how it is used. While the use of the SFS should be led by Kings Lynn and West Norfolk Borough Council, its application and delivery will also be the responsibility of the other key local stakeholders including:

- **Kings Lynn and West Norfolk Borough Council:** The Council provides the borough's leisure centres at Lynnsport, St. James's Pool in Kings Lynn, Downham Market Leisure Centre and The Oasis, Hunstanton. The facilities are managed by the borough council.
- **Town and parish councils:** Town and Parish Councils provide a range of small-scale facilities, in particular village and community halls.
- **Schools:** Schools are significant sports facilities providers in the borough, although not all provision is fully community accessible.
- **Sports clubs:** Voluntary sector sports clubs provide and run a range of mostly smaller facilities.
- **Commercial providers:** The commercial sector has a limited presence in Kings Lynn and West Norfolk, with some locally-owned health and fitness facilities.

15.3 Assessment applications

The SFS has a number of applications:

15.3.1 Sports development planning

The SFS can be applied to help:

- Highlight, justify and make the case for sports development activities with particular sports, groups and clubs and in particular areas.
- Identify current and future trends and changes in the demand for individual sports and how they are played.
- Inform the work, strategies and plans of sporting organisations active in the area.
- Advocate the need to work with specific educational establishments to secure community use of their site(s).

- Develop and/or enhance school club links by making the best use of school sites where they have spare capacity and are well located to meet demand.
- An understanding of supply and demand to assist in temporary relocations due to major facility refurbishments.

15.3.2 Planning policy

The SFS can be applied to help:

- Develop new, and review the effectiveness of existing, local planning policy (e.g. Local and Neighbourhood Plans) in line with the National Planning Policy Framework (NPPF).
- The implementation of local planning policy to meet the needs of the community in line with the NPPF.

15.3.3 Planning applications

The SFS can be applied to help:

- Inform the development of planning applications which affect existing and/or proposed new sports facilities provision.
- Inform pre-application discussions to ensure any subsequent planning applications maximise their benefit to sport and are developed in line with national and local planning policy.
- Sports clubs and other organisations provide the strategic need for development proposals thereby potentially adding support to their application(s) and saving them resources in developing such evidence.
- Kings Lynn and West Norfolk Borough Council to assess planning applications affecting existing and/or proposed new playing sports facilities provision in line with national and local planning policy.
- Sport England and other parties respond to relevant planning application consultations.

The SFS can also be applied to help Kings Lynn and West Norfolk Borough Council to meet other relevant requirements of the NPPF including:

- Taking account of and supporting local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
- Delivering the social, recreational, cultural facilities and services the community needs.
- Planning positively for the development and infrastructure required in the area to meet the objectives, principles and policies of the framework.

- Working with public health leads and health organisations to understand and take account of the health status and needs of the local population, including expected future changes, and any information about relevant barriers to improving health and well-being.

15.3.4 Community Infrastructure Levy (CIL)

The SFS can be applied to help:

- Advocate the need for sports facilities provision to be taken into account when the local authority is developing and/or reviewing an approach to the CIL (Charging Schedule and Infrastructure Delivery Plan) and the wider benefits of doing so (e.g. improving health and wellbeing).
- Provide prioritised infrastructure requirements for sports facilities provision including deliverable sport, area and site-specific projects with costings (where known).

15.3.5 Funding bids

The SFS can be applied to help:

- Provide the evidence base and strategic need to support funding bids by a range of parties to a variety of potential funding sources.
- Inform potential bidders of the likely strategic need for their project.

15.3.6 Facility and asset management

The SFS can be applied to help:

- Ensure a strategic approach is taken to the provision and management of sports facilities.
- Inform the current management, strategies and plans of sports facility providers e.g. local authorities (within the study area and neighbouring areas), leisure trusts and educational establishments.
- Share knowledge of how sites are managed and maintained, the lessons learnt and good practice.
- Highlight the potential of asset transfers and ensure any proposed are beneficial to all parties.
- Provide additional protection for particular sites over and above planning policy, for example through deeds of dedication.
- Resolve issues around security of tenure.

15.3.7 Public health

The SFS can be applied to help:

- Understand how the community currently participates in sport, the need for sports facilities and how this may evolve.
- Raise awareness of and tackle any barriers to people maintaining and increasing their participation.
- Highlight and address any inequalities of access to provision within the study area.
- Provide evidence to help support wider health and well-being initiatives.

15.3.8 Co-ordinating resources and investment

The SFS can be applied to help:

- Raise awareness of the current resources and investment (revenue and capital) going into the management, maintenance and improvement of sports facilities provision.
- Co-ordinate the current and any future resources and investment to ensure the maximum benefit to sport and that value for money is secured.
- Ensure the current and any future resources and investment are complimentary and do not result in their inefficient use.

15.3.9 Capital programmes

The SFS can be applied to help:

- Provide the evidence base to justify the protection and investment in sports facilities provision.
- Influence the development and implementation of relevant capital programmes (e.g. school refurbishment and new build programmes).

15.4 Monitoring delivery

A process should be put in place to ensure regular monitoring of how the recommendations and action plan are being delivered. This monitoring should be led by Kings Lynn and West Norfolk Borough Council and supported by all members of, and reported back to, the steering group. Understanding and learning lessons from how the SFS has been applied should also form a key component of monitoring its delivery. The material to review should include changes in:

15.5 Keeping the Assessment robust and up-to-date

Along with ensuring that the SFS is used and applied, a process should be put in place to keep it robust and up to date. This will expand the life of the SFS providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions. Sport England advocates that the SFS should be reviewed on an annual basis from the date it is formally signed off by the steering group. This will help to maintain the momentum and commitment built up when developing the SFS. Taking into account the time to develop the SFS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

The annual review should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the SFS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

15.6 Assessment implementation

The action plans in the SFS provide a long list of prioritised actions, but many will not be applicable, appropriate or manageable to deliver initially and all are dependent upon resource availability.

REPORT TO CABINET

Open		Would any decisions proposed :			
Any especially affected Wards	Operational	Be entirely within Cabinet's powers to decide		YES	
		Need to be recommendations to Council		YES	
		Is it a Key Decision		YES	
Lead Member: Cllr Paul Bland E-mail:		Other Cabinet Members consulted: Cllr Simon Ring			
		Other Members consulted:			
Lead Officer: Chris Black/Martin Chisholm E-mail: Direct Dial:		Other Officers consulted:			
Financial Implications YES	Policy/ Personnel Implications NO	Statutory Implications NO	Equality Impact Assessment YES If YES: Pre- screening/ Full Assessment	Risk Management Implications NO	Environmental Considerations YES
If not for publication, the paragraph(s) of Schedule 12A of the 1972 Local Government Act considered to justify that is (are) paragraph(s)					

Date of meeting: 16th September 2025

TITLE: KING'S LYNN CEMETERY PROVISION

Summary

The Gayton Road Cemetery is the only operational burial site in King's Lynn, offering over 5,000 plots with inclusive provisions for various faith groups; however, its long-term viability is under threat due to environmental constraints, particularly a high water table that has rendered more than half of the plots non-compliant as defined by the Ground Water Regulations enforced by the Environment Agency (EA). With only 55 compliant single-depth plots remaining and an annual burial rate of around 30 new graves required, capacity is rapidly diminishing.

Reviews in 2009 and 2018 highlighted this issue, prompting further action in 2019. In 2024 efforts were renewed to identify alternative sites within the King's Lynn boundary due to the growing urgency of securing future burial provision, the feasibility study conducted an externally appointed contractor could not identify a suitable site within the Kings Lynn boundary.

Recommendation

Cabinet Resolves:

- 1) Close Gayton Road Cemetery to new full body burials from 1 April 2026, unless operational circumstances require this date to be brought forward.

- 2) To review any future sites which may be suitable within the King's Lynn boundary, as the opportunities present.

Recommendations to Full Council:

Reason for Decision

The above set of actions ensures that the Council can fulfil commitments for burials in Gayton Road Cemetery, and will provide the ability to consider any suitable site that becomes available in the future.

1 Background

Our only operational cemetery in King's Lynn is on Gayton Road. There is provision for c. 5400 burial plots and all sections of the community are catered for with areas dedicated for various faith groups. We reviewed capacity at this site in 2009 and 2018 and as we conduct in the region of 60 burials a year the capacity has continued to dwindle.

This is due in part to a reduction in the number of available graves due to the identification of a high water table meaning that parts of the cemetery are unsuitable for burial.

Total Number of Graves:	5418
Total Number of Reserved (pre-paid) Graves:	258
Total Number of Graves in area of cemetery identified by Environment Agency (EA) & Cemetery Development Services (CDS) as in breach of Ground Water Regulations (GWR):	3113
Total Number of Reserved Graves in area identified by EA & CDS as in breach of GWR:	104
Total Number of Graves with one burial and rights for second burial in area identified by EA & CDS as in breach of GWR :	780*
Number of unpurchased / available graves in area identified by EA & CDS as compliant:	55 single depth** / 0 double depth

**in these instances, we manage each request to open a grave on a case by case basis working with guidance and agreements from EA that the grave must be dry / no standing water and that the defined depth for a grave can be achieved and that at least 1m of soil will cover the coffin – to date we have fulfilled all requests.*

***BCKLWN have always provided grave spaces for 2 burials – therefore the figure of 55 single grave spaces could effectively reduced to 27 grave spaces.*

A renewed focus on future provision meant that this matter was brought to Management Team in November 2019 and a number of steps were agreed upon. Specialists were retained to carry out additional investigative works at the site and some tentative site visits were undertaken with little success in identifying a suitable alternative location.

We again retained specialists to carry out a feasibility study in 2024, their scope was to identify potential sites within the King's Lynn boundary.

2 Options Considered

A) Extending Gayton Road Cemetery

- 2009 - planning permission was granted for the change of use of allotment area to facilitate an extension to the cemetery, providing in the region of an extra 800 spaces. The land was cleared, levelled and fenced off, thus activating the planning permission.
- 2018 – decision to progress the design of the old allotment area in readiness for future use. To ensure compliance with Environment Agency statutory guidance for managing ground water pollution, a full survey of the site was commissioned, and undertaken by specialist contractors. It was identified during the course of these that the old allotment area was not suitable due to poor ground conditions and confirmation from the Environmental Agency (EA) that they would not support the extension of the existing cemetery. Ground water regulations also applied to the existing cemetery.
- *Due to the above EA constraints this option had to be rejected.*

B) Providing an alternative site

- **A new “flagship” cemetery:**
 - Local to the Kings Lynn area.
 - Would meet residents' expectations of a new facility.
 - Full infrastructure, including
 - Car Parking
 - Utilities
 - Ceremony Hall
 - Visitors Toilets
 - Staff welfare facilities
 - Inclusion of:
 - Woodland Burial (Colney Wood style)
 - Traditional Lawn Cemetery (Gayton Road style)
 - Gardens of Remembrance for cremated remains.
 - Professional design concept & initial feasibility studies.
 - Commission expert in this field (ie Cemetery Development Services)
- **A new “basic” cemetery:**
 - Local to the Kings Lynn area.
 - Would meet the minimum expected requirement of a cemetery.
 - Functional infrastructure, including
 - Car Parking
 - Utilities
 - Limited paths and roadways

- Inclusion of:
 - Traditional Lawn Cemetery (Gayton Road style)
 - Cremated remains area.
- A feasibility study was commissioned to identify if there were potential sites in the Kings Lynn boundary. The desktop study, which does not look at detail such as ground water conditions, found just one site within the Kings Lynn boundary, and that was the area detailed above as an extension area for the current cemetery, a full site study would have discounted this site as an option. The desktop study identified potential sites within a radius of up to 5 miles from the centre of Kings Lynn, however it is likely many of these would be discounted either due to planned developments, highway concerns or topographical issues. Further studies would be required including cost analysis and groundwater risk assessments.

C) Utilise existing facilities:

- Parish and churches in the district have some limited capacity.
 - This is usually reserved for parishioners or members of the church.
- Borough Council has capacity at Hunstanton for c.350 burials.
 - A large facility within the Borough but might not appeal to King's Lynn residents.

3 Policy Implications

None

4 Financial Implications

The closure of Gayton Road will have a negative impact on revenue income, along with continued revenue costs, whatever option is chosen, as the authority will remain responsible for ongoing maintenance. There will also be a significant capital, and additional revenue costs, should a new cemetery be considered.

5 Personnel Implications

There will be no change to our public open space staff who provide maintenance for these areas, however, should a new cemetery be considered this will have additional resourcing implications.

6 Environmental Considerations

Any new cemetery will have to meet any planning regulations, the Environment Agency permitting rules and the Council's own sustainability priorities.

7 Statutory Considerations

None

8 Equality Impact Assessment (EIA)

(Pre screening report template attached)

9 Risk Management Implications

Leaving Gayton Road operational indefinitely is not an option as the site will be at full capacity with 12 months, when considering existing commitments for pre-sold graves.

Utilising Hunstanton Cemetery could give 10 years worth of capacity, however, it is unlikely that many King's Lynn residents will want to be buried in Hunstanton due to distance.

10 Declarations of Interest / Dispensations Granted

None

11 Background Papers

(Definition : Unpublished work relied on to a material extent in preparing the report that disclose facts or matters on which the report or an important part of the report is based. A copy of all background papers must be supplied to Democratic Services with the report for publishing with the agenda)

A presentation provided by specialist, attached.

Stage 1 - Pre-Screening Equality Impact Assessment

For equalities profile information please visit [Norfolk Insight - Demographics and Statistics - Data Observatory](#)

Name of policy/service/function	Cemeteries				
Is this a new or existing policy/service/function? (<i>tick as appropriate</i>)	New		Existing	x	
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service is rigidly constrained by statutory obligations, and identify relevant legislation.	<p>To explore the options open to the Council with regard to dwindling burial spaces in King's Lynn and consideration of any future cemetery.</p> <p>Cemetery provision is not a statutory function.</p>				
Who has been consulted as part of the development of the policy/service/function? – new only (<i>identify stakeholders consulted with</i>)	Portfolio Holder, previous Cabinet briefing in September 2024				
Question	Answer				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p> <p><i>If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.</i></p> <p><i>*For more information on health inequalities please visit The King's Fund</i></p>		Positive	Negative	Neutral	Unsure
	Age			x	
	Disability			x	
	Sex			x	
	Gender Re-assignment			x	
	Marriage/civil partnership			x	
	Pregnancy & maternity			x	
	Race			x	
	Religion or belief		x		
	Sexual orientation			x	
	Armed forces community			x	
	Care leavers			x	
	Health inequalities*			x	
Other (eg low income, caring responsibilities)			x		
<p>Please provide a brief explanation of the answers above:</p> <p>As some belief groups have a preference to burial.</p>					

Question	Answer	Comments	
2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?	No		
3. Could this policy/service be perceived as impacting on communities differently?	No		
4. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions? If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section	No	Actions:	
		Actions agreed by EWG member:	
<p>If 'yes' to questions 2 - 4 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary:</p> <p>Decision agreed by EWG member:</p>			
5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	No	Please provide brief summary:	
Assessment completed by: Name	Martin Chisholm		
Job title	Assistant Director Operations and Commercial		
Date completed	19/08/2025		
Reviewed by EWG member	Amy Pearce	Date	19/08/2025

✓ Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy (corporate.policy@west-norfolk.gov.uk)

ENVIRONMENT AND COMMUNITY PANEL WORK PROGRAMME 2025/2026

DATE OF MEETING	TITLE	TYPE OF REPORT	LEAD OFFICER/ ATTENDEE	OBJECTIVES AND DESIRED OUTCOMES
3rd June 2025	Membership of Task Groups and Informal Working Groups 2024/2025	Operational	Democratic Services Officer	To appoint Members to Task Groups and Informal Working Groups established by the Panel
	Nominations to Outside Bodies and Partnerships	Operational	Democratic Services Officer	To nominate representatives to outside bodies and partnerships
	Appointment of Vice Chair for the Municipal Year	Operational		
	Councillor Community Grant Scheme	Operational	Debbie Ess	For Information
8th July 2025	Changes to Social Housing Allocations Policy	Cabinet Report	Duncan Hall Andy King	Before going to Cabinet on 15 th July 2025
	Domestic Abuse Tenants/Residents Policy and Domestic Abuse Intersectionality Policy	Cabinet Report	Duncan Hall Andy King	Before going to Cabinet on 15 th July 2025

	MRF Extension Contract	Cabinet Report	Barry Brandford	Before going to Cabinet on 15 th July 2025
2nd September 2025	Any Cabinet Reports which fall within the remit of the Panel – to be confirmed.			
	Cemetery Presentation & Report	Cabinet Report	Martin Chisholm	Before going to Cabinet on the 16 th September 2025
	Adoption of Playing pitch and Sports facilities strategy	Cabinet Report	Richard Allan	Before going to Cabinet on the 16 th September 2025
7th October 2025	Any Cabinet Reports which fall within the remit of the Panel – to be confirmed.			
	Serco Waste	Presentation	Martin Chisholm	For Information
	Update on Energy Efficiency	Presentation	Jacob Medlock	For Information
	Plan for Neighbourhoods Fund	Cabinet Report	Nicola Cooper Jemma Curtis	Before going to Cabinet on the 11 th November 2025
	Padel Tennis	Cabinet Report	Richard Allan	Before going to Cabinet on 11 th November 2025

25th November 2025	Any Cabinet Reports which fall within the remit of the Panel – to be confirmed.			
	White Ribbon Campaign Accreditation- Yearly Progress Report	Operational	Charlotte Marriott	Update
	Serco Contract Performance	Operational	Martin Chisholm	Officer Report
6th January 2026	Any Cabinet Reports which fall within the remit of the Panel – to be confirmed.			
24th February 2026	Any Cabinet Reports which fall within the remit of the Panel – to be confirmed.			
14th April 2026	Any Cabinet Reports which fall within the remit of the Panel – to be confirmed.			

To be scheduled

- Policy Development – Review of Tree and Woodland Strategy and update from the Arboricultural Officers
- Service Level Agreement for Council Approved testing Stations
- Informal Working Group – Wash Barrier
- Housing Standards Update – Current issues and quality of properties
- Fly Tipping – Providing awareness
- White Ribbon Campaign Accreditation – Yearly Progress Report

22-Aug-25

FORWARD DECISIONS LIST

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
16 September 2025	CIL Governance	Non	Cabinet	Planning and Licensing Asst Dir – S Ashworth		Public
	Q1 2025-2026 Performance Management Report	Non	Cabinet	Leader Chief Executive		Public
	LGR Business Case	Key	Council	Leader Chief Executive		Public
	Adoption of Playing pitch and Sports facilities strategy	Non	Council	Deputy Leader and Business Asst Dir – R Allan		Public
	Review of Constitution	Non	Council	Leader Monitoring Officer		Public
429	Cemeteries	Key	Cabinet	Operational & Commercial		Private
	Recommendations from the Regeneration and Development Panel – Transport Informal Working Group	Non	Cabinet	Planning and Licensing and Leader of the Council Assistant Director Duncan Hall		Public
	Quarter 1 Budget Monitoring Report	Non	Cabinet	Finance Asst Dir – Finance		Public
	Heacham Beach Huts	Non	Cabinet	Business Asst Dir – Property		Exempt

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
11 November 2025						

22-Aug-25

	Plan for Neighbourhoods Fund	Non	Council	Leader Asst Director – Regeneration, Housing and Place		Public
	Local Nature Recovery Strategy (Adoption)	Non	Council	Climate Change and Bio Diversity Asst Dir – S Ashworth		Public
	Safeguarding Policy	Non	Council	Corporate Services People & Communities		Public
	NORA Access Road	Non	Cabinet	Deputy Leader Asst Director – Regeneration, Housing and Place		Public
	Capital Governance Framework	Non	Council	Leader Monitoring Officer		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
9 December 2025						
	Q2 2025-2026 Performance Management	Non	Cabinet	Leader Chief Executive		Public
	King's Lynn Enterprise Park	Non	Cabinet	Business and Culture Asst Dir – D Hall		Public
	Risk Strategy and Policy Report	Non	Cabinet	Leader Monitoring Officer		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
3 rd March 2026 (BUDGET)						

22-Aug-25

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Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
4 th March 2026 (NON- BUGET)						
	Q3 2025-2026 Performance Management	Non	Cabinet	Leader Chief Executive		Public
	King's Lynn Transport Strategy	Key	Council	Planning and Licensing Asst Dir D Hall		Public

Items to be scheduled

	Custom and Self Build Site – Stoke Ferry	Non	Cabinet	Regeneration and Development Assistant Director - D Hall		Public
	Overnight Campervan parking in Hunstanton	Non	Cabinet	Leader Asst Director – M Chisholm		Public
	Florence Fields – Tenure Mix	Non	Council	Deputy Leader		Part Public and part Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Article 4 Direction	Non	Cabinet	Regeneration and Development Assistant Director – S Ashworth		Public
	Empty Homes Strategy Review	Key	Council	People and Communities Asst Dir M Whitmore		Public

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	King's Lynn Town Football Club	Non	Cabinet	Property		Private- Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Housing Assurance Strategy	Non	Council	People and Communities Asst Dir M Whitmore		Public
	Domestic Abuse Tenants/Residents Policy and Domestic Abuse Intersectionality Policy	Non	Council	People and Communities Asst Dir - D Hall		Public
	IT Hardware Refresh	Key	Cabinet	Finance Assistant Director - Corporate Services		Private