Borough Council of
King's Lynn &
West Norfolk

Cabinet

Agenda

Tuesday, 17th November, 2026
at 6.00 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

Borough Council of
King's Lynn &
West Norfolk

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

CABINET AGENDA

DATE: **CABINET - TUESDAY, 17TH NOVEMBER, 2026**

VENUE: **TOWN HALL, SATURDAY MARKET PLACE, KING'S LYNN**

TIME: **6.00 pm**

As required by Regulations 5 (4) and (5) of The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 - Items 18, 19, 20 and 21 below will be considered in private.

Should you wish to make any representations in relation to the meeting being held in private for the consideration of the above item, you should contact democratic.services@west-norfolk.gov.uk

1. APOLOGIES

To receive apologies for absence.

2. MINUTES (Pages 5 - 11)

To approve the Minutes of the Meeting held on 13th October 2026 (attached).

3. URGENT BUSINESS

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

4. DECLARATIONS OF INTEREST (Page 12)

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

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

5. CHAIR'S CORRESPONDENCE

To receive any Chair's correspondence.

6. MEMBERS PRESENT UNDER STANDING ORDER 34

To note the names of any Councillors who wish to address the meeting under Standing Order 34.

Members should inform Democratic Services and the Chair by 12 noon on the day of the meeting of their intention to speak under Standing Order 34, specifying which items they wish to speak on.

7. CALLED IN MATTERS

To report on any Cabinet Decisions called in.

8. FORWARD DECISIONS (Pages 13 - 19)

To comment on and note the Forward Decisions List.

9. MATTERS REFERRED TO CABINET FROM OTHER BODIES

To receive any comments and recommendations from other Council bodies which meet after the dispatch of this agenda.

10. CORPORATE PERFORMANCE MONITORING QUARTER 2 (Pages 20 - 45)

11. COUNCIL TAX SUPPORT SCHEME FOR WORKING AGE PEOPLE FOR 2027/2028 (Pages 46 - 61)

12. COUNCIL TAX DISCOUNTS, LEVIES AND PREMIUMS FOR EMPTY PROPERTIES AND SECOND HOMES FOR 2027/2028 (Pages 62 - 87)

13. COMMUNITY PROJECT FUND (Pages 88 - 157)

14. BUDGET MONITORING QUARTER 2 (Pages 158 - 187)

15. KING'S LYNN MASTERPLAN AND PARKING STRATEGY (Pages 188 - 740)

16. DISPOSAL OF LAND AT MORSTON DRIFT, SOUTH LYNN (Pages 741 - 749)

17. EXCLUSION OF THE PRESS AND PUBLIC

The Cabinet is asked to consider excluding the public from the meeting under section 100A of the Local Government Act 1972 for consideration of the items below on the grounds that they involve the likely disclosure of exempt information as defined by paragraph 3 of Part 1 of Schedule 12A to the Act, and that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

PRIVATE ITEM
Details of any representations received about why the following reports should be considered in public will be reported at the meeting.

18. EXEMPT - CORPORATE INSURANCE ARRANGEMENTS FROM 1 JANUARY 2027 (Pages 750 - 760)

19. EXEMPT - BUDGET MONITORING QUARTER 2 (Page 761)

20. EXEMPT - KING'S LYNN MASTERPLAN AND PARKING STRATEGY (Pages 762 - 951)

21. EXEMPT - DISPOSAL OF LAND AT MORSTON DRIFT, SOUTH LYNN (Pages 952 - 953)

To: Members of the Cabinet

Councillors A Beales (Chair), M de Whalley, S Lintern, J Moriarty, C Morley, J Ratcliffe, S Ring (Vice-Chair), J Rust and S Squire

For Further information, please contact democratic.services@west-norfolk.gov.uk :

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

CABINET

Minutes from the Meeting of the Cabinet held on Tuesday, 13th October, 2026 at 6.00 pm in the Town Hall, Saturday Market Place, King's Lynn

PRESENT: Councillors Beales (Chair), Ring (Vice Chair), de Whalley, Lintern, Moriarty, Morley, Ratcliffe, Rust and Squire.

PRESENT UNDER STANDING ORDER 34: Councillor Parish

OFFICERS:
Kate Blakemore – Chief Executive
Michelle Drewery – Deputy Chief Executive
Emma Hodds – Chief of Staff and Monitoring Officer
Emma Kavanagh – Chief Operating Officer
Stuart Ashworth – Assistant Director, Planning and Environment
Jemma Curtis – Regeneration Programmes Manager
Andrew Howell – ICT Manager
Charlotte Marriott – Corporate Governance Manager
Hannah Wood-Handy – Planning Control Manager

CAB47 **APOLOGIES**

There were none.

CAB48 **MINUTES**

RESOLVED: The minutes from the meeting held on 8th September 2026 were agreed as a correct record.

CAB49 **URGENT BUSINESS**

None.

CAB50 **DECLARATIONS OF INTEREST**

Councillor Squire declared an interest in the National Planning Scheme of Delegation as she was employed by the Forestry Commission who were a non-statutory consultee for certain planning applications.

CAB51 **CHAIR'S CORRESPONDENCE**

None.

CAB52 **MEMBERS PRESENT UNDER STANDING ORDER 34**

Councillor Parish – CAB57 – National Planning Scheme of Delegation.

CAB53 **CALLED IN MATTERS**

None.

CAB54 **FORWARD DECISIONS**

RESOLVED: The Forward Decisions List was noted.

CAB55 **MATTERS REFERRED TO CABINET FROM OTHER BODIES**

Cabinet noted the recommendations put forward by the Panels in relation to the following items:

Corporate Performance Panel – 6th October 2026

- ICT Transformation Programme

Regeneration and Development Panel – 30th September 2026

- National Planning Scheme of Delegation
- EXEMPT – Sommerfeld and Thomas Warehouse

CAB56 **SHAREHOLDER COMMITTEE TERMS OF REFERENCE**

Click here to view the recording of this item on You Tube.

The Corporate Governance Manager presented the revised Terms of Reference for the Shareholder Committee and explained that they were subject to annual review.

The key amendments were highlighted, including improved wording and presentation, expanded definitions, enhanced information relating to the purpose and scope of the Committee, and the inclusion of intervention routes and reporting requirements.

Cabinet thanked the Corporate Governance Manager for the revisions, noting that the amendments had improved the clarity of the document, particularly in relation to the definition of roles and the functions of the Shareholder Committee.

In response to a question from the Leader, the Corporate Governance Manager clarified that Reserved Matters would include a general "catch-all" provision and would be supported by a Reserved Matters

Schedule, which would further refine and define those matters requiring approval by the Shareholder Committee.

Councillor Ring referred to the Committee's membership, comprising three Cabinet Members, and sought clarification regarding substitute arrangements, given that the quorum of the Committee was also three. It was explained that a Cabinet Member who was unable to attend a meeting could be substituted by another Cabinet Member. The Corporate Governance Manager agreed to amend the Terms of Reference to provide greater clarity on this.

The Corporate Governance Manager further explained that, once approved, the Shareholder Committee Terms of Reference would be circulated to Company Board Members for information and awareness

RESOLVED:

1) Approve the revised Terms of Reference as set out at Appendix A, subject to additional information to be added relating to quorum and substitutes.
2) Note that the Terms of Reference will continue to be reviewed annually.

REASON FOR DECISION:

The Terms of Reference require an annual review and the proposed revisions strengthen governance, oversight, reporting requirements and escalation arrangements.

CAB57 **NATIONAL PLANNING SCHEME OF DELEGATION**

Click here to view the recording of this item on You Tube.

Cabinet noted that the Regeneration and Development Panel had considered this report and supported the recommendations, subject to the comments and concerns raised by the Panel, as set out below:

1. Properly submitted Ward Member requests for consideration through the gateway process to be taken seriously.
2. Delays in responses from internal Council consultees be investigated; and
3. Quarterly monitoring information on the operation of the Scheme be provided.

Councillor Moriarty as Portfolio Holder, presented the report and reminded Cabinet of the Government consultation process and the response previously submitted by the Council. He explained that the National Planning Scheme of Delegation formed part of the wider programme of Government planning reforms. Councillor Moriarty outlined the proposed arrangements for determining planning applications, including the circumstances in which applications would

be considered by the Planning Committee and the criteria that would need to be satisfied where a Member sought to call in an application for Committee consideration. It was noted that the majority of planning applications would be determined under delegated powers by officers unless exceptional circumstances applied and the gateway test had been met. Councillor Moriarty also provided details of the proposed triage system that would be introduced as part of the new arrangements.

In addressing the recommendations put forward by the Regeneration and Development Panel, Councillor Moriarty stated that requests submitted by Ward Members would be given full consideration and assessed against the established criteria. He further advised that delays in responses from consultees would be monitored where necessary. Councillor Moriarty confirmed that the operation of the new system would be subject to ongoing monitoring, with a review taking place after six months, the findings of which could be presented to the Regeneration and Development Panel if required.

Referring to concerns raised regarding the 21-day period for Ward Member call-in requests, Councillor Moriarty reminded Members that details of applications were frequently available in advance of the formal consultation period. He also noted that Councillors received the weekly list of planning applications for information and review.

Councillor Ratcliffe asked whether notifications issued to Councillors could include consultation dates to assist Members in understanding the relevant timescales for submitting requests. In response, the Planning Control Manager reminded Members that once an application had been allocated to an officer, notification was issued to the relevant Ward Member to provide early notice. Details of the application would also be included within the weekly list of planning applications. It was explained that as much information as possible would be made available to Councillors, including a link to the call-in request form and details of the criteria that would need to be met. Information relating to Schedule 1 and Schedule 2 applications would also be provided.

Councillor de Whalley expressed concern that valuable local knowledge could be lost in the decision-making process if Members had reduced involvement in determining planning applications. He stressed the importance of both Councillors and Parish Councils being actively engaged in the Local Plan process. Councillor Moriarty agreed that widespread engagement in the Local Plan process was essential and encouraged Members to ensure that their Parish Councils remained informed and involved.

Councillor Squire welcomed the commitment to undertake a six-month review and noted that its findings could be considered by the Regeneration and Development Panel. She also recognised the proactive role Councillors would need to play in monitoring the weekly

list of applications and identifying those that might satisfy the criteria for determination by the Planning Committee.

In response to a further question from Councillor Ratcliffe, it was confirmed that the relevant Ward Member would receive early notification when a planning application was allocated to an officer. Members representing adjoining wards, or wards potentially affected by a proposal, would be able to view applications through the weekly list. The Planning Control Manager further confirmed that where an application affected more than one ward, all relevant Ward Members would be notified.

Councillor Lintern emphasised the importance of local knowledge and the need for Planning Officers to have a good understanding of the areas for which they were responsible. The Planning Control Manager explained that case officers and principal planners worked closely together and often concentrated on consistent geographical areas, enabling them to develop detailed local knowledge.

Councillor Morley referred to the use of the term "development plans" and sought clarification on its meaning. It was confirmed that the term related to both the Local Plan and Neighbourhood Plans. Officers agreed to consider whether this could be made clearer within the documentation. The Planning Control Manager also highlighted the ongoing information, guidance and training provided to Parish Councils, noting that they should therefore be aware of the Local Plan and Neighbourhood Planning processes. It was further confirmed that additional guidance and training would be provided in relation to the new scheme.

In response to a question from Councillor Lintern, it was confirmed that not all major applications would automatically be referred to the Planning Committee and that there would need to be sufficient justification for doing so, with the gateway test having been met.

Councillor Parish addressed Cabinet under Standing Order 34. He advised that the Regeneration and Development Panel had considered and debated the matter in detail and had supported the recommendations, recognising that the proposals arose from national legislation imposed on local authorities. Councillor Parish referred to the three comments submitted by the Panel and emphasised the importance of ensuring that Members had access to as much information as possible when considering whether an application met the call-in criteria. This would enable informed decisions to be made within the 21-day timeframe. He also reiterated the importance of monitoring the operation of the new arrangements and implementing improvements as the process became established.

Councillor Moriarty thanked Councillor Parish and the Regeneration and Development Panel for their consideration of the matter. He confirmed that all representations would be given careful consideration

and acknowledged the importance of ensuring that relevant information was made available to Members at the earliest possible stage of the process.

The Chair thanked both Cabinet and the Regeneration and Development Panel for their consideration of the report. He expressed reassurance regarding the proposed operation of the scheme and welcomed the commitment to undertake a six-month review of its implementation.

RECOMMENDED:

Cabinet recommends to Full Council, that it:

1. Notes the revised Planning Scheme of Delegation attached at Appendix A.

2. Notes the consequential amendments to the Constitution, and the Planning Committee Terms of Reference (attached at Appendix B) and related procedural rules required to implement the National Scheme of Delegation.

3. Authorises the Assistant Director for Environment and Planning to make operational procedural changes to implement the National Scheme of Delegation.

4. Authorises the Monitoring Officer, in consultation with the Assistant Director for Environment and Planning, to make any necessary consequential amendments arising from the implementation of the National Scheme of Delegation.

REASON FOR DECISION:

To ensure the council is able to fulfil its planning decision-making duties in a legally compliant way.

CAB58 **EXCLUSION OF THE PRESS AND PUBLIC**

Click here to view the recording of this item on You Tube.

RESOLVED: That under Section 100(A)(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1, 2 or 3 of Part 1 of Schedule 12A to the Act.

CAB59 **EXEMPT - SOMMERFELD AND THOMAS WAREHOUSE**

The Portfolio Holder and Regeneration Programmes Manager presented the report as included in the Agenda and responded to questions and comments from Cabinet Members.

RESOLVED: The recommendations to Cabinet were approved as included in the report.

REASON FOR DECISION: As set out in the report

CAB60 **EXEMPT - ICT TRANSFORMATION PROGRAMME**

The Chief of Staff presented the report, supported by the ICT Manager and presented the report and responded to questions and comments from Cabinet Members relating to the importance of Cyber Security, improvements which had been made and proposed improvements for the future.

RESOLVED: The recommendations to Cabinet were approved as included in the report.

REASON FOR DECISION: As set out in the report

The meeting closed at 7.28 pm

DECLARING AN INTEREST AND MANAGING ANY CONFLICTS FLOWCHART

Borough Council of King's Lynn & West Norfolk

START

Does the matter directly relate to one of your DPIs?

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

→ NO Does the matter directly relate to the finances or wellbeing of one of your ERIs?

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

↓ NO Does it directly relate to the finances or wellbeing of you, a relative or a close associate?

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

↓ NO Does it affect the finances or wellbeing of you, a relative, a close associate or one of my ERIs?

YES ← Declare the interest. Are you or they affected to a greater extent than most people? And would a reasonable person think you are biased because of the interest?

↓ YES You have a **conflict** and cannot act or remain in the meeting *

↓NO Take part as normal

↓ NO Does it relate to a Council Company or outside body to which you are appointed by the Council?

YES ↙ Declare the interest. Do you, or would a reasonable person think there are competing interests between the Council and the company/outside body?

YES ← You can remain the meeting if the Chair agrees, for you to speak in your external capacity only. Do not vote.

NO ← You can take part in discussions but make clear which capacity you are speaking in. Do not vote.

↓ NO Does another interest make you that feel you cannot act in a fair, objective or open manner? Would a reasonable person knowing the same interest think you could not act in a fair, objective or open manner?

NO TO BOTH Declare the interest for the sake of openness and transparency. Then take part as normal.

YES TO ONE ↓ You have a **conflict**. Declare the interest. Do not participate and do not vote.

* 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

Borough Council of
King's Lynn &
West Norfolk



Forward Decisions List

The Forward Decision List outlines the Cabinet's upcoming decisions over the next few months. It specifies which decisions are considered significant and indicates those that may lead to portions of the meeting being conducted in private. In addition, the list highlights the responsible Lead Officer and Portfolio Holder.

This document will be updated and republished on the Council's website each month. Any queries relating to the Forward Decision List should be forwarded to Democratic Services: Democratic.Services@West-Norfolk.gov.uk

What is a Key Decision?

Key decisions are defined as an executive decision which is likely:

(a) To result in the local authority incurring expenditure which is, or the making of savings which are, significant having regard to the Council's budget for the service or function to which the decision relates, or (significant relates to £500,000 or more)

(b) To be significant in terms of its effect on communities living or working in the area comprising two or more wards and electoral divisions in the Council's areas. (significant relates to one third of the population in a ward).

The key decision and non-key decision process is only for decisions made by the Executive, i.e. not those made at Planning, Council, Licensing etc. When assessing whether or not a decision is a key decision the decision maker must consider all the circumstances of the case. However, a decision which results in a significant amount spent or saved will generally be considered to be a key decision.

Why might a decision be made in private?

Members of the public may be excluded from a meeting or information if the nature of the business to be discussed is likely to involve the disclosure of exempt information such as details that could identify an individual or pertain to the financial or commercial interests of a person or organisation. Such information should only be made exempt, if it is in the public interest to do so under Schedule 12A of the Local Government Act 1972.

Borough Council of
King's Lynn &
West Norfolk

Cabinet Members:

Councillor Alistair Beales: Leader
Councillor Simon Ring: Deputy Leader and Portfolio Holder for Business
Councillor Jim Moriarty: Portfolio Holder for Planning and Licensing
Councillor Sandra Squire: Portfolio Holder for Environmental and Coastal
Councillor Michael de Whalley: Portfolio Holder for Climate Change and Biodiversity
Councillor Chris Morley: Portfolio Holder for Finance
Councillor Jo Rust: Portfolio Holder for People and Communities
Councillor Sue Lintern: Portfolio Holder for Culture and Events
Councillor Josie Ratcliffe: Portfolio Holder for Transport Strategy and Car Parking

Cabinet Members can be contacted directly and their contact details can be found via our website: Committee details - Cabinet

Senior Management

Kate Blakemore: Chief Executive
Michelle Drewery: Deputy Chief Executive and Section 151 Officer
Emma Kavanagh: Chief Operating Officer
Emma Hodds: Chief of Staff and Monitoring Officer
Siobhan Cleeve: Interim Assistant Director Leisure and Culture
Stuart Ashworth: Assistant Director Environment and Planning
Liz MacDonald: Assistant Director Property & Projects
Martin Chisholm: Assistant Director Operations & Commercial
Duncan Hall: Assistant Director Regeneration, Housing & Place
Carl Holland: Assistant Director for Finance and Deputy Section 151 Officer
Honor Howell: Strategic Lead to the Chief Executive and Leader
Paul Lowes: Assistant Director Corporate Services
Mark Whitmore: Assistant Director, Health, Wellbeing and Public Protection

Members of the Senior Management team can be contacted directly via Chief.ExecutiveandLeaderPA@West-Norfolk.gov.uk

Borough Council of
King's Lynn &
West Norfolk

NOVEMBER 2026

Date of meeting	Report title	Key or Non-Key Decision	Decision Maker	Cabinet Member/Portfolio	Lead Officer	Open or Exempt
17 November 2026	King's Lynn Masterplan and Parking Strategy	Key	Cabinet, Council	Deputy Leader and Cabinet Member for Business	Assistant Director, Regeneration, Housing & Place (Duncan Hall)	Part exempt
17 November 2026	Corporate Insurance Arrangements from 1st January 2027	Non	Cabinet	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Fully exempt
17 November 2026	Council Tax Support Scheme for Working Age people for 2027/2028	Key	Cabinet, Council	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
17 November 2026	Corporate Performance Monitoring Quarter 2	Non	Cabinet	Leader of the Council	Chief of Staff and Monitoring Officer (Emma Hodds)	Open
17 November 2026	Budget Monitoring Quarter 2	Non	Cabinet	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Part exempt
17 November	Community	Key	Cabinet	Cabinet Member for	Deputy Chief Executive	Open



2026	Project Fund			Finance	and Section 151 Officer (Michelle Drewery)	
17 November 2026	Council Tax Discounts, Levies and Premiums for Empty Properties and Second Homes for 2027/2028	Key	Cabinet, Council	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
17 November 2026	Disposal of Land at Morston Drift, South Lynn	Key	Cabinet	Deputy Leader and Cabinet Member for Business	Assistant Director, Property (Liz MacDonald)	Part exempt 3 Information relating to the financial or business affairs of any particular person (including the authority holding that information)

JANUARY 2027

Date of meeting	Report title	Key or Non-Key Decision	Decision Maker	Cabinet Member/Portfolio	Lead Officer	Open or Exempt
19 January 2027	Hunstanton Masterplan and Parking Strategy	Key	Cabinet, Council	Deputy Leader and Cabinet Member for Business	Assistant Director, Regeneration, Housing & Place (Duncan Hall)	Open
19 January	Corporate	Non	Cabinet	Leader of the Council	Chief of Staff and	Open



2027	Complaints Policy				Monitoring Officer (Emma Hodds)	

FEBRUARY 2027

Date of meeting	Report title	Key or Non-Key Decision	Decision Maker	Cabinet Member/Portfolio	Lead Officer	Open or Exempt
02 February 2027	Medium Term Financial Strategy 2026-2031	Key	Cabinet, Council	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
02 February 2027	Capital Programme 2026-2030	Key	Cabinet, Council	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
02 February 2027	Treasury Management Strategy	Key	Cabinet, Council	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
02 February 2027	Capital Strategy	Key	Cabinet, Council	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
03 February 2027	Housing Delivery Strategy	Key	Cabinet	Cabinet Member for People and Communities	Assistant Director, Regeneration, Housing & Place (Duncan Hall)	Open

Borough Council of
King's Lynn &
West Norfolk



MARCH 2027

Date of meeting	Report title	Key or Non-Key Decision	Decision Maker	Cabinet Member/Portfolio	Lead Officer	Open or Exempt
16 March 2027	Budget Monitoring Quarter 3	Non	Cabinet	Cabinet Member for Finance	Assistant Director, Finance and Deputy Section 151 Officer (Carl Holland)	Open
16 March 2027	Corporate Performance Monitoring Quarter 3	Key	Cabinet	Leader of the Council	Chief of Staff and Monitoring Officer (Emma Hodds)	Open
16 March 2027	Future Swimming Provision for West Norfolk	Key	Cabinet	Deputy Leader and Cabinet Member for Business	Strategic Advisor to the CEO and Leader (Honor Howell)	Open
16 March 2027	Air Quality Strategy	Non	Cabinet	Cabinet Member for Environment and Coastal	Assistant Director, Environment and Planning (Stuart Ashworth)	

TO BE SCHEDULED

Date of meeting	Report title	Key or Non-Key Decision	Decision Maker	Cabinet Member/Portfolio	Lead Officer	Open or Exempt



	King's Lynn Conservation Area Appraisal and Management Plan	Non	Cabinet, Council	Cabinet Member for Planning and Licensing	Assistant Director, Environment and Planning (Stuart Ashworth)	Open
	Empty Homes Strategy Review	Key	Council	Cabinet Member for People and Communities	Assistant Director, Health, Wellbeing and Public Protection (Mark Whitmore)	Open
	Housing Assurance Strategy	Non	Council	Cabinet Member for People and Communities	Assistant Director, Health, Wellbeing and Public Protection (Mark Whitmore)	Open
	Heacham Beach Huts	Key	Cabinet	Deputy Leader and Cabinet Member for Business	Assistant Director, Property (Liz MacDonald)	Part exempt 3 Information relating to the financial or business affairs of any particular person (including the authority holding that information)

Borough Council of
King's Lynn &
West Norfolk

REPORT TO CABINET

DATE OF MEETING	17th November 2026
REPORT TITLE	Q2 2026-2027 Performance Management Report
LEAD MEMBER	Cllr Alistair Beales, Leader
LEAD OFFICER	Debbie Ess, Senior Corporate Governance Officer
CONSULTEES	Corporate Performance Panel, Executive Leadership Team, Corporate Leadership Team
WARDS AFFECTED	None

KEY DECISION	No
DECISION MAKER	Cabinet
IS THE REPORT OPEN OR EXEMPT	Open

FINANCIAL IMPLICATIONS	No
HR IMPLICATIONS	No
POLICY IMPLICATIONS	No
STATUTORY IMPLICATIONS	No
RISK MANAGEMENT IMPLICATIONS	No
ENVIRONMENTAL IMPLICATIONS	No
EQUALITY IMPACT ASSESSMENT COMPLETED	N/A

SUMMARY OF REPORT

The Performance Management Report provides Cabinet with an update on progress against the Council's Corporate Strategy, highlighting delivery against key actions and performance indicators for Q2 2026–2027.

Corporate Strategy update

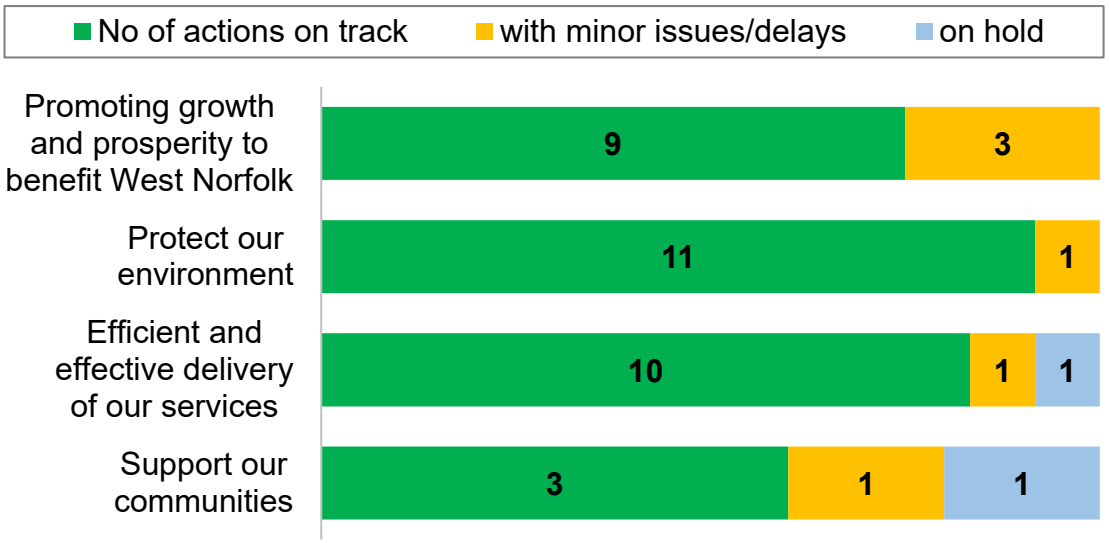
Overall performance continues to improve, with 85% of current projects progressing well and on track for delivery. The remaining 15% of projects are experiencing minor issues or delays, all of which have been identified and are being actively managed through appropriate monitoring actions. This demonstrates effective project oversight and a proactive approach to maintaining delivery commitments while addressing emerging challenges.

Key action completed in Q2 - Delivery of the UK Shared Prosperity Fund and Rural England Prosperity Fund 2022-2026

UKSPF has provided £1.84 million of investment to over 40 projects to support economic growth, stronger communities and increased opportunities for residents across West Norfolk. The programme has funded projects that improve local places, support businesses to grow, help people gain skills and employment, and strengthen community cultural activity.

The Rural England Prosperity Fund (REPF) has provided £1.496 million of capital investment to more than 80 projects to strengthen rural communities and businesses across West Norfolk. The programme has supported community infrastructure, active travel improvements, rural business growth and visitor economy development, helping rural areas invest in projects that improve quality of life and support long-term economic resilience.

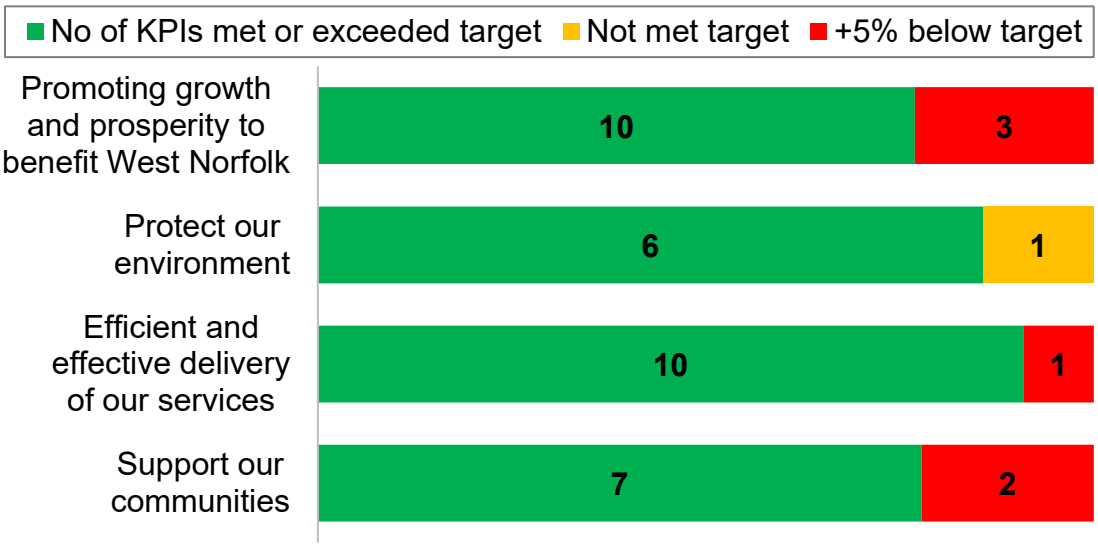
A summary of key actions aligned to corporate priorities



Key Performance Indicators update

83% of indicators continue to meet or exceed their targets, demonstrating achievement against planned objectives. While 17% of indicators have not met target, these represent a relatively small proportion of the measures and provide opportunities for focused improvement.

A summary of key performance indicators aligned to corporate priorities



RECOMMENDATIONS
Cabinet resolves to: 1. To review the Performance Management Report and comment on the delivery against the Corporate Strategy.
REASON FOR DECISION
Cabinet should use the information within the management report to review progress on the agreed actions and indicators and satisfy themselves that performance is at an acceptable level. Where progress is behind schedule members can seek additional information to explain variances.

CORPORATE STRATEGY **How does this proposal support our Corporate Priorities** Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk	
Promote growth and prosperity to benefit West Norfolk	N/A
Protect our Environment	N/A
Efficient and effective delivery of our services	N/A
Support our communities	N/A

1 Introduction

The Performance Management Report provides Cabinet with an update on progress against the Council's Corporate Strategy and key performance indicators. It summarises delivery against key actions and measures for Q2 2026–2027.

2 Background

2.1 The Council's Corporate Strategy for 2023–2027, approved on 23 November 2023, sets the overarching framework for the administrative term. In July 2025, Cabinet adopted the 2025–2027 Action Plan, which outlines prioritised activities for the final phase of the Strategy to support delivery and meet the needs of borough residents.

2.2 The priority areas are:

- Promote growth and prosperity to benefit West Norfolk
- Protect our environment
- Efficient and effective delivery of our services
- Support our communities

2.3 These priorities are further defined in objectives and actions set out in the Executive Team Plans, which define how the Council will deliver the Corporate Strategy.

3 Management Report

3.1 The report is structured around each corporate priority and provides Members, the Executive and Corporate Leadership Teams with an overview of project progress and performance against key indicators. A selection of workforce measures is included within the "Our Organisation" section.

3.2 Assistant Directors are responsible for reporting progress and assessing the status of their projects for Q2 2026–2027. An executive summary at the beginning of the report provides an overview of performance across all corporate priorities.

4 Options Considered

None

5 Financial Implications

5.1 There are no direct financial implications of this plan as its implementation is through the existing services, programmes and budget provisions already in place.

6 HR Implications

None

7 Policy Implications

7.1 The Corporate Strategy sets the council's policy framework and as such is the council's primary policy document. All other documents and plans will need to take account of this policy framework when they are being prepared or refreshed.

8 Climate Change and Environmental Implications and considerations

8.1 The corporate strategy includes a specific priority focused on protecting our environment including tackling climate change. This will be progressed through the delivery of the council's climate change strategy and action plan and through related plans such as the emerging Local Plan.

9 Statutory and Legal Implications

None

10 Local Government Reorganisation Implications

None



11 Health and Safety Implications

None

12 Consultees

12.1 Cabinet members, Corporate Performance Panel members, Executive Leadership Team and Corporate Leadership Team.

13 Equality Impact Assessment

13.1 This report is reporting on the performance of projects/workstreams across the council, and as such there are no direct equality considerations related to this report however, each project/workstream that is being reported on will have had an EIA completed.

14 Risk Management Implications

14.1 Progress with corporate strategy actions provides an input for risk management and may identify emerging risks and evidence improvement/ deterioration in risk scores and the delivery of mitigation measures. This will need to be factored into updates of the corporate, directorate and project risk registers.

15. Conclusion

15.1 Cabinet to review the Performance Management Report and comment on the delivery against the Corporate Strategy.

LIST OF APPENDICES
Q2 2026–2027 Corporate Performance Management Report

LIST OF BACKGROUND PAPERS
None

Borough Council of
King's Lynn &
West Norfolk

Borough Council of King's Lynn & West Norfolk

Q2 2026-2027 Performance Management Report

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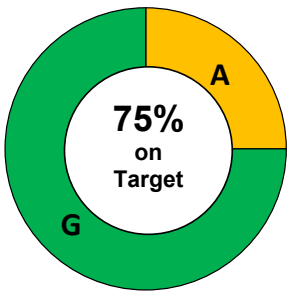
Introduction and Executive Summary

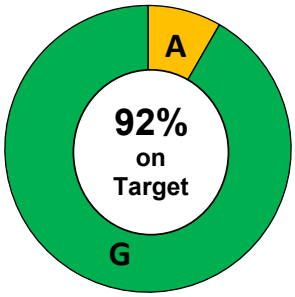
The purpose of the report is to demonstrate the performance of the Council during Q2 2026-2027 against the priorities set out in the Corporate Strategy and associated key performance indicators. It outlines the key activities being delivered to achieve the Council's corporate priorities and summarises performance by aligning key indicators with the objectives contained within the Corporate Strategy 2023-2027 and Action Plan 2025-2027.

This report does not contain details of the numerous activities undertaken in each service area that also contribute to delivering essential services and support positive outcomes for the residents of West Norfolk.

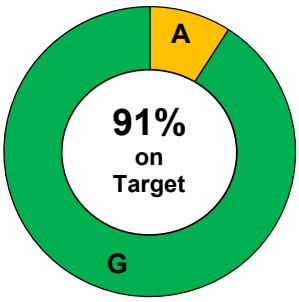
Executive summary of the Corporate Strategy - current position for Q2 2026-2027



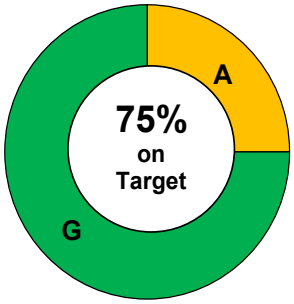
Promoting growth and prosperity to benefit West Norfolk



Protect our environment

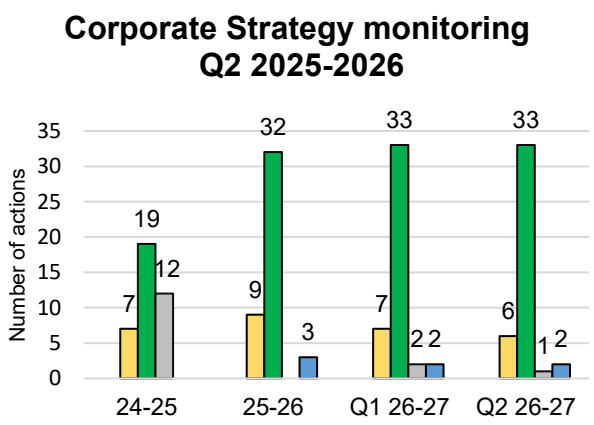


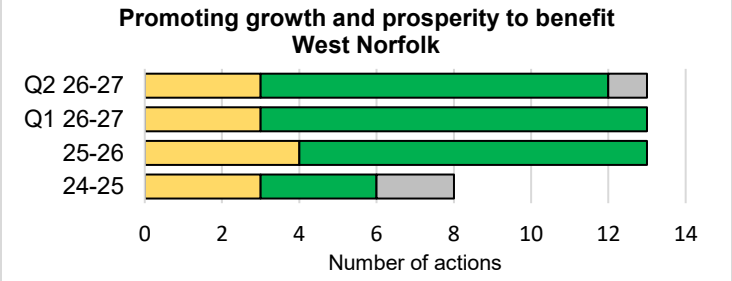
Efficient and effective delivery of our services

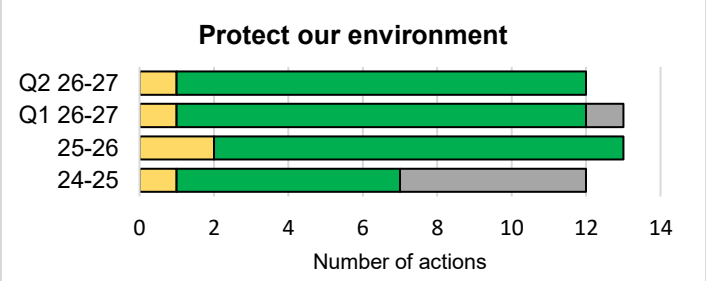


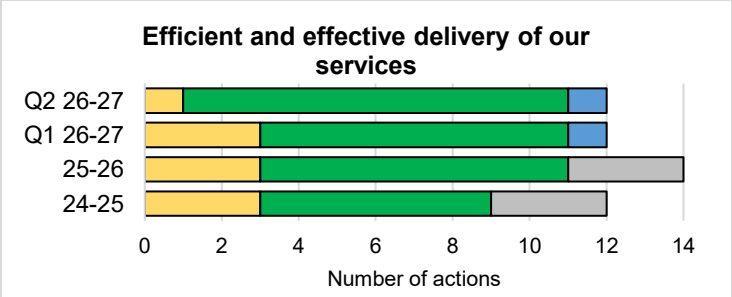
Support our communities

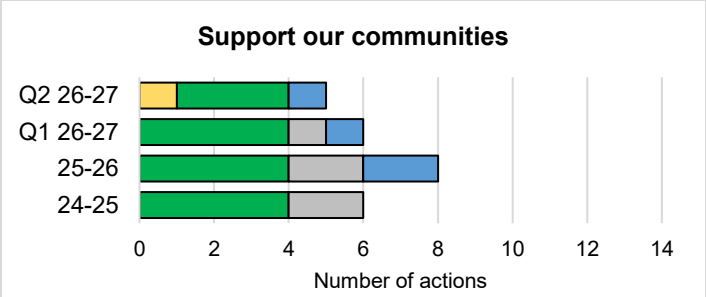
Corporate Priorities	Status of projects and actions				
	R	A	G	B	Completed
Promoting growth and prosperity to benefit West Norfolk	**0** (0%)	**3** (25%)	**9** (75%)	**0**	**1**
Protect our environment	**0** (0%)	**1** (8%)	**11** (92%)	**0**	**0**
Efficient and effective delivery of our services	**0** (0%)	**1** (9%)	**10** (91%)	**1**	**0**
Support our communities	**0** (0%)	**1** (25%)	**3** (75%)	**1**	**0**
Overall position	**0** (0%)	**6** (15%)	**33** (85%)	**2**	**1**





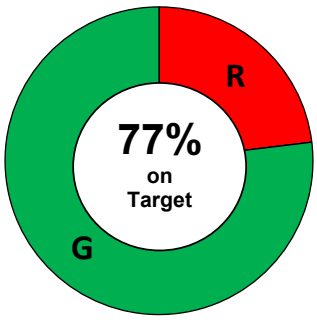




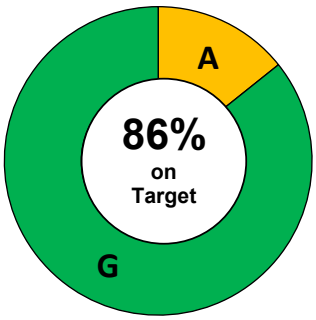


R	Major issues to resolve	A	Minor issues/delays	G	Project on target	B	Project on hold/closed	Project completed

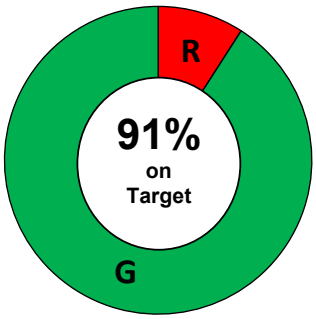
Executive summary of the Key Performance Indicators - current position for Q2 2026-2027



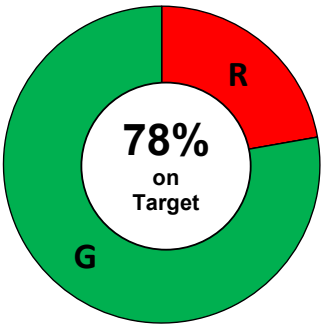
Promoting growth and prosperity to benefit West Norfolk



Protect our environment

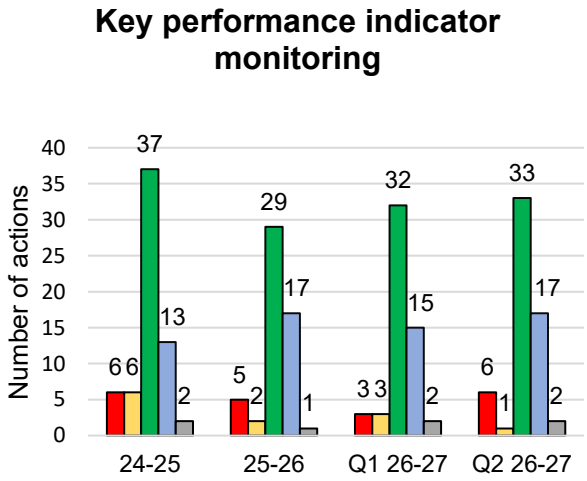


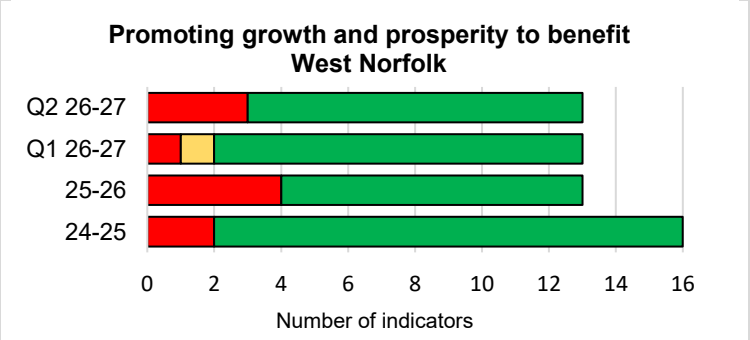
Efficient and effective delivery of our services

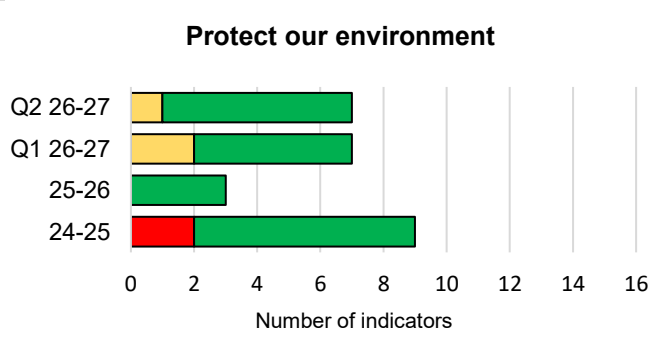


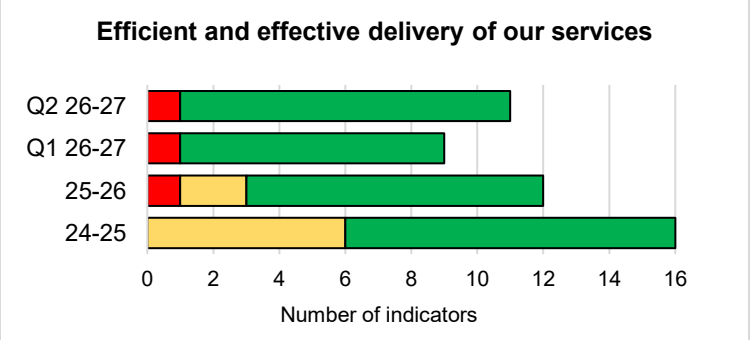
Support our communities

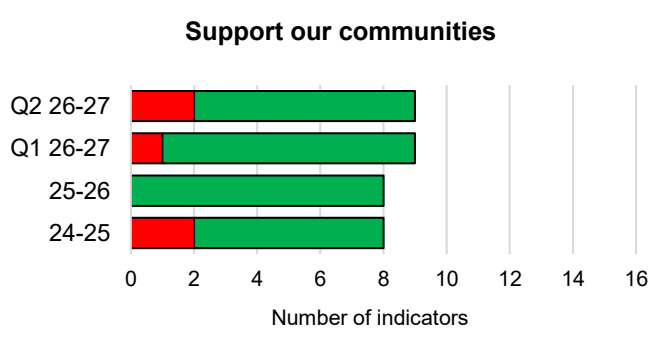
Corporate Priorities	Status of performance indicators				
	R	A	G	Monitor only	In progress
Promoting growth and prosperity to benefit West Norfolk	**3** (23%)	**0** (0%)	**10** (77%)	**6**	**0**
Protect our environment	**0** (0%)	**1** (14%)	**6** (86%)	**1**	**0**
Efficient and effective delivery of our services	**1** (9%)	**0** (0%)	**10** (91%)	**3**	**1**
Support our communities	**2** (22%)	**0** (0%)	**7** (78%)	**7**	**1**
Overall position	**6** (15%)	**1** (2%)	**33** (83%)	**17**	**2**











R	Performance indicator is 5% or more below target	A	Performance indicator is up to 5% below target	G	Performance indicator has achieved target	M	Monitor only
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Delivering our Corporate Strategy

Promoting growth and prosperity to benefit West Norfolk

To create job opportunities, support economic growth, develop skills needed locally, encourage housing development and infrastructure that meets local need; and promote West Norfolk as a destination.

Actions carried out by the council

R Major issues to resolve | A Minor issues/delays | G On track | B On hold/closed | Completed

Project description and comments	Target Date	
Agree and deliver financing for the Council Housing companies to support delivery of affordable and rental homes in the Borough **Assistant Director Finance comments:** Loan agreement for West Norfolk Housing Company is agreed and early drawdowns are taking place. Officers regularly monitor the tenure mix to ensure that private rentals and affordable housing are made available via the wholly owned property and housing companies as well as optimising the use of external funds. **Q3 actions:** The Legal process for lending to West Norfolk Property Company is at the "Heads of Term" stage before instructing solicitors. Negotiations between Board and officers continue to seek appropriate arrangements for leasing and acquisition, with regard to Subsidy Control Act 2022.	Ongoing	G ↔
Develop the Car Parking Strategy, produce a draft and adopt the strategy in 2024-2025 **Assistant Director Regeneration, Housing and Place comments**: The completed car parking strategies for King's Lynn and Hunstanton will need to be considered with the respective masterplans being prepared for each town. Due to the local elections and changes to the dates of the consultation for the masterplans, the reports for both will be presented to relevant panel and Cabinet in September and October. **Q3 actions:** Final draft Strategies to be taken through the scrutiny and cabinet process in Winter 2026/27	Dec 2025	A ↔
Progress the Building Conditions Survey to review property assets and valuations which will inform a new Asset Management Strategy and Plan **Assistant Director Property comments:** Building condition surveys are in hand and will be substantially delivered by target date. **Q3 actions:** Works will commence on the Life Cycle schedule which will be utilised to inform the Strategic Asset Management Plan and Medium Term Financial Plan.	Dec 2026	A ↔
Develop and commence implementation of an investment strategy for property assets owned by the council for income generation **Assistant Director Property comments:** Investment strategy will form part of the Strategic Asset Management Plan and is in hand for delivery by target date. **Q3 actions:** Works to commence on the Strategic Asset Management Plan.	Mar 2027	G ↔
Review and develop existing events programme across the Borough **Business Operations Manager comments:** Successful delivery of events across the Borough, with events being well attended and positively received. Continued planning for the remaining events for delivery during Q3. **Q3 actions:** Deliver remaining events on the programme. Undertake a review of all events delivered during Q1 and Q2, considering popularity, attendance and feedback to identify any improvements or amendments for inclusion in next year's events programme. Formulate plan for next year.	Ongoing	G ↔

Project description and comments	Target Date	
Develop the investment plan for West Norfolk **Assistant Director Regeneration, Housing and Place comments** Initial preparatory work was undertaken during Q2/Q3 2025/26 to support the proposed Norfolk and Suffolk Devolution Programme. However, implementation has since been delayed. The updated Investment Plan to support the West Norfolk Economic Strategy Action Plan 2026-28 (approved May 2026), will be prepared during winter 2026/27 once master planning works are completed and an update on Norfolk Devolution are clarified. **Q3 actions:** Investment plan to be updated to reflect final King's Lynn and Hunstanton masterplans going to Cabinet winter 2026/27	Mar 2027	G ↔
Complete housing needs assessment **Assistant Director Regeneration, Housing and Place comments**: Second Draft Housing Needs Assessment received following consultation, further comments have been fed back and awaiting final draft in early October 2026. **Q3 actions:** Share findings with Local Plan Task Group and Regeneration and Development Panel during the Autumn.	Oct 2026	G ↔
Progress the West Winch Housing Access Road Project **Assistant Director Regeneration, Housing and Place comments**: All borough council enabling work set out in the September 2018 cabinet report is complete. Start on site, delivery of road early 2027. **Q3 actions:** To finalise agreements with landowners on how collaboration land will be marketed. This work has commenced and currently underway. Expected completion end of 2026 early 2027	Mar 2027	G ↔
Progress the Southgates Masterplan **Assistant Director Regeneration, Housing and Place comments**: Activity to progress works to improve the visual impact of this gateway to the town is underway. **Q3 actions:** Works to be undertaken.	Ongoing	A ↔
Progress the King's Lynn Masterplan **Assistant Director Regeneration, Housing and Place comments**: The final public consultation on the draft Masterplan was undertaken between May and June 2026. The Masterplan and accompanying Delivery Plan have since been finalised, incorporating feedback received through the consultation process, and are being prepared for consideration by the relevant panel and Cabinet. **Q3 actions:** Final Masterplan will be considered at Cabinet meeting in November.	Nov 2026	G ↔
Progress the Hunstanton Masterplan **Assistant Director Regeneration, Housing and Place comments**: Development of the draft final masterplan, taking into consideration responses and statutory consultees feedback from the second consultation in June-July 2026. **Q3 actions:** Final masterplan to be prepared for panel and Cabinet approval in early 2027.	Mar 2027	G ↔
Promote the King's Lynn Enterprise Park (KLEP) **Assistant Director Regeneration, Housing and Place comments**: Marketing of Enterprise Park continues and opportunities will be marketed to national/international occupiers and investors at the UK real estate and infrastructure conference. Planning approval secured for the Active Travel Hub planned for Enterprise Park. Eastern premises and plots being actively marketed with new tenants secured.	Ongoing	G ↔

Project description and comments	Target Date	
Q3 actions: Marketing of Enterprise Park continues and opportunities will be marketed to regional, national/international occupiers and investors. Works to start on site for Active Travel Hub in Autumn 2026.		
Deliver the UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF) for 2025/26 **Assistant Director Regeneration, Housing and Place comments**: MHCLG and DEFRA agreed to extend UKSPF and REPF funding by 6 months to 30 September 2026. Projects continued during the remaining funding period. Final programme monitoring to include completion of end of programme report.	Completed	

Actions carried out in partnership with others (Information only)

Project description and comments
Work with the Charitable Incorporated Organisation (CIO) and King's Lynn Town Board on delivery of the St Georges Guildhall project **Assistant Director Regeneration, Housing and Place comments**: Focus continues on fundraising and putting resources in place to prepare for business operation planning and preparedness.
Engage with schools and colleges particularly in relation to skills development **Assistant Director Regeneration, Housing and Place comments**: The Secondary School collaboration meetings with council officers, portfolio holder, Norfolk County Council and College of West Anglia are ongoing. Challenges identified and opportunities where we can work collectively to support raising skills, aspirations and reducing at risk of NEET. An Action Plan has been developed and is being progressed to inform activities and priorities for 2026/27.

Protect our environment

To create a cleaner, greener, and better protected West Norfolk by considering environmental issues in all we do and by encouraging residents and businesses to do the same.

Actions carried out by the council

R Major issues to resolve | A Minor issues/delays | G On track | B On hold/closed | Completed

Project description and comments	Target Date	
Work proactively to support residents, regardless of tenure, to access funding for energy efficiency improvements and to continue to work to alleviate fuel poverty **Assistant Director Health, Wellbeing and Public Protection comments:** A small number of ECOFlex declaration enquiries from installers have been addressed and general energy efficiency enquiries answered where necessary. This scheme is now closed and all energy efficiency funded measures will be delivered through the Norfolk Warms Consortia. Housing Standards continue to attend Norfolk Warm Homes Steering Group ensuring coordination of marketing and local events. Work will continue to develop plans for future funding that will allow the consortia to share data for homes likely to be in or at risk of fuel poverty. Beat your Bills delivered by Lily/Careline has continued and provides individuals with information and guidance to alleviate fuel poverty and give access to benefits and further support services within the West Norfolk communities. **Q3 actions:** Attend Norfolk Warm Homes Steering Group on 29 October 2026. Review the updated government Warm Homes Plan (post autumn budget) and review the details of the new proposed Warm Homes Loan Scheme. Deliver Beat Your bills at Fairstead and establish other delivery locations within the Borough.	Ongoing	A ↔

Project description and comments	Target Date	
Develop the Asset Management Plan to include measures to reduce impact on the environment from property we occupy and use as investment **Assistant Director Property comments:** The Strategic Asset Management Plan identified measures to reduce the environmental impact of the property we occupy. **Q3 actions:** Commence work on the Strategic Asset Management Plan which will incorporate opportunities to reduce any environmental impact on our properties**.**	Mar 2027	**G** ↔
Develop and deploy a climate change assessment tool for council policies and projects **Assistant Director Environment and Planning comments**: Draft tool was refined following discussion with Corporate Leadership Team (CLT) and tested with Planning Policy on a Cabinet report. Further revisions made and awaiting testing with report authors on forthcoming reports. **Q3 actions:** Test draft tool with report authors and prepare feedback to CLT in December.	Dec 2026	**G** ↔
Create a community orchard at South Lynn **Assistant Director Environment and Planning comments:** The watering programme continued through Q2 and the frequency was increased during the drier months. The local community has continued to use the raised beds which now include a range of herbs, flowers and vegetables. The decision on village green status is awaited from Norfolk County Council. **Q3 actions:** Monitor decision relating to village green status and assess trees and hedgerow for potential replacement planting between November 2026-March 2027.	Mar 2028	**G** ↔
Upgrade street lighting and other council assets with energy-efficient LED lighting **Assistant Director Property comments:** Our key performance indicator for converting street lighting has met the 90% target. Completion target date changed to match the agreed KPI. **Q3 actions:** Continue with conversion work and address technical difficulties as they are encountered.	Mar 2027	**G** ↔
Complete a review of the vehicle fleet **Assistant Director Environment and Planning comments:** Installation audit was successful and grant payment is awaited from Department of Transport. **Q3 actions:** Consider application to upcoming round of Depot Charging Scheme.	Apr 2027	**G** ↔
Promote householder group buying scheme **Assistant Director Environment and Planning comments:** Scheme was promoted to targeted householders with early indications showing a significant increase in interest in solar panels compared to 2025/26. Registrations closed on 25 September 2026. The company will contact interested householders to firm up quotations and specifications. Installations will be completed by June 2027. **Q3 actions**: Company to progress registrations to quotes and orders.	Aug 2027	**G** ↔
Procurement Strategy on net zero **Assistant Director Finance comments:** Council's Climate Change Policy and Strategy is being included within tender packs where proportionate and appropriate. A Social Value question continues to be included within the quality criteria asking bidders how they will support the Borough's Local Economy and the Council's Net Zero Target as part of the contract. **Q3 actions:** Build mechanism into Social Value policy and procedure.	Mar 2027	**G** ↔

Project description and comments	Target Date	
Air Quality Action Plan and Strategy **Assistant Director Environment and Planning comments:** A draft revocation order is being produced and will be submitted to Legal in due course, once completed the Railway Road Air Quality Management Area (AQMA) will be revoked. Work has started on drawing up a first draft of the air quality strategy (AQS). **Q3 actions:** Complete revocation order and first draft of AQS to replace the revoked Railway Road AQMA & Action Plan.	Jun 2027	G ↔
Implement the Hunstanton Coastal Management Plan **Assistant Director Environment and Planning comments:** Work has now commenced on developing a list of options for the capital works scheme. These options will be subject to further assessment to produce a shortlist. The objective is to identify a preferred option and use this as the basis for an Outline Business Case (OBC), scheduled for completion in March 2027. The OBC will be submitted to the Regional Flood and Coastal Committee (RFCC) as part of an application for Flood Defence Grant in Aid funding. The current working assumption is that the scheme will cost approximately £42 million, although this estimate will be reviewed and updated through the OBC development process. Works on submitting planning and marine licence applications have commenced for the interim works. **Q3 actions**: Continue to draw up the OBC ready for submission to RFCC during Q4 and complete submitting permissions during Q3.	Aug 2028	G ↔
New Local Plan **Assistant Director Environment and Planning comments:** The formal notice of intention and initial Local Plan timetable were published prior to 30 June 2026. The Local Plan scoping consultation was launched at the start of September and concludes at the end of September 2026. The end date for adoption of the Local Plan is May 2029. Internal work continues at pace, as does procuring the evidence base required. Collaborative working continues with all the planning authorities in Norfolk through the Norfolk Strategic Planning Framework (NSPF). Government (MHCLG) have now published the regulations for the new plan-making system and the 2026 National Planning Policy Framework (NPPF), further guidance is to follow. The overall time scale for the new local plan system is 30 months (with an additional 4-month lead in), these are not flexible and must be adhered to. The Planning Inspectorate (PINS) oversees the process for new Gateway 2 and 3 checks once the plan is submitted for examination. **Q3 actions:** Continue to procure and prepare the required evidence base. Carry out site assessments, including visits of all 750+ sites which have been proposed through the call for sites. Work through the NSPF. Publish the Gateway 1 documentation and assessment by the 31 October 2026, and after that the summary of the Local Plan scoping consultation. The next key milestone is to consult on a draft Local Plan Spring/Summer 2027.	May 2029	G ↔
Hold a climate change focused business expo in 2025 and 2027 **Assistant Director Environment and Planning comments:** Dialogue to take place with Norfolk Chamber of Commerce on expo for 2027. **Q3 actions**: Planning for the event in 2027.	Nov 2027	G ↔

Actions carried out in partnership with others (Information only)

Project description and comments
Engage with Anglian Water (AW) and the Environment Agency (EA) to improve sea and river water quality **Business Operations Manager comments**: Continued monitoring of water quality results for bathing season. In season testing ends 30th September, with next seasons classifications to be published from end Q3 onwards.
Engage with Anglian Water (AW) and the Environment Agency (EA) concerning the shingle ridge at Heacham and Hunstanton sea defences **Assistant Director Environment and Planning comments:** Further meetings have been held with the Environment Agency (EA) and technical consultants, Jacobs. Work has now begun to update monitoring and survey data, which will be used to identify the actions required moving forward. This evidence will help determine the most appropriate policy approach for the next 30 years and support the Council in updating the existing Hunstanton Coastal Management Plan, including consideration of options for Hunstanton amenity beach and the impacts of climate change.

Efficient and effective delivery of our services

To provide cost-effective, efficient services that meet the needs of our local communities, promote good governance, and provide sustainable financial planning and appropriate staffing.

Actions carried out by the council

R Major issues to resolve A Minor issues/delays G On track B On hold/closed Completed

Project description and comments	Target Date	
Lobby Government for alternative means of Internal Drainage Board (IDB) funding **Deputy Chief Executive and Section 151 Officer comments:** The Drainage & Flood Resilience Group continues to lobby Government for a sustainable long-term funding solution. The Defra/MHCLG research into IDB funding and costs has progressed to a draft report. For 2026/27, MHCLG confirmed an IDB Levy Support Grant payment of £537k for King's Lynn and West Norfolk. The Group has also submitted an Autumn Budget representation seeking a permanent solution and, if this is not progressed, an increase in the national grant from £5m to £14.37m to reflect the additional levy pressures since 2022/23. **Q3 actions:** Continue to work through the Drainage & Flood Resilience Group to lobby Government departments, Ministers and MPs; review and respond to the Defra research and any resulting proposals; and monitor the Autumn Budget and other Government announcements on IDB funding.	Mar 2027	G ↑ A
Review and determine impact of government changes to Internal Drainage Board (IDB) funding **Deputy Chief Executive and Section 151 Officer comments:** The position continues to be monitored alongside the Defra/MHCLG review with wider issues including Environment Agency maintenance changes and associated cost-shunting increasing the potential for additional costs to flow through IDB levies to local authorities. The Council's 2026/27 IDB budget remains a significant financial pressure and the impact of Government support and any policy changes will continue to be assessed through budget monitoring. **Q3 actions:** Assess the implications of the final Defra research and any Government response; continue engagement with IDBs to identify emerging cost pressures; and reflect confirmed funding or policy changes in the Council's financial monitoring and future budget assumptions.	Mar 2027	G ↑ A

Project description and comments	Target Date	
Undertake actions to encourage employees to cycle to work and investigate options for provision of a cycle to work scheme **Assistant Director Environment and Planning comments:** The scheme continues to be promoted via the new Perkbox employee benefits scheme. This is promoted to staff through screensavers on a regular basis. **Q3 actions:** Continue the promotion of the cycle to work scheme. Investigate other ways to promote the scheme.	Ongoing	G ↔
Develop a Transformation and Organisational Readiness Programme **Assistant Director Corporate Services comments:** During Q2, work continued to support both the Council's Transformation Programme and Local Government Reorganisation (LGR) Readiness activities. Internal planning, service impact assessments and preparedness work helped ensure the Council was well positioned to respond to future organisational change. Following the Government's announcement in September to pause LGR, attention has turned towards reviewing and refocusing the Council's Transformation Programme. The Council remains committed to continuous improvement, with work continuing across digital, data, organisational development and asset-related initiatives, while strengthening organisational capacity and preparedness for future change. **Q3 actions:** Continue the review and refocus of the Transformation Programme, confirming priority areas for delivery and ensuring available resources are aligned to corporate priorities. Progress key transformation initiatives that improve service delivery, organisational capacity and resilience, ensuring the Council remains well placed for future change.	Ongoing	G ↔
Develop our Technical Roadmap (Digital Strategy) **Assistant Director Corporate Services comments:** The migration from IBM Spectrum Protect (TSM) to Veeam Backup & Replication has been completed, significantly enhancing the Council's backup, disaster recovery, and cyber resilience capabilities. The transition of Microsoft Exchange to Microsoft 365 has also been finalised, supporting the Council's cloud-first strategy and reducing reliance on legacy infrastructure. Technology modernisation has continued through the rollout of Windows 11, implementation of a new ICT Service Desk, introduction of the ICT Lifecycle Framework, and ongoing investment in infrastructure and cyber security improvements. A Microsoft Copilot pilot was launched alongside wider digital skills initiatives to explore opportunities to improve productivity and service delivery. Progress has also been made in application rationalisation, data governance, cloud migration, and the modernisation of key business systems. Technology investment remains focused on strengthening resilience, security, and operational efficiency. **Q3 actions:** Complete the Windows 11 rollout, evaluate the outcomes of the Microsoft Copilot pilot, progress application and cloud modernisation projects, strengthen data governance arrangements, expand digital skills initiatives, and continue delivering infrastructure, cyber security, and service improvement programmes. Update the Technical Roadmap to reflect the implications of the Local Government Reorganisation (LGR) postponement, including reviewing project priorities and accelerating initiatives that were previously deferred or reprioritised.	Mar 2027	G ↔
Implement a corporate management system (CMS) to manage information to support decision-making **Assistant Director Corporate Services comments:** A significant amount of work has been undertaken by the Corporate Governance Team to design and develop the Corporate Management System (CMS). To support the implementation, a range of guidance materials, including user documents and training videos have been produced, alongside demonstrations for senior management and service managers. The CMS is scheduled to go live in Q3. **Q3 actions:** Successfully deliver the roll out of the CMS, as planned.	Oct 2026	G ↔

Project description and comments	Target Date	
Engage in formal HM Land Registry (HMLR) Migration Project **Assistant Director Environment and Planning comments:** Following consultancy with Idox, the changes to the Total Land Charge system have been completed. An issue has been identified as a result of this work, and communications are in place to resolve this. The spatial work is scheduled to start in December 2026. A data match was carried out by HMLR and the number of anomalies has reduced significantly and work will continue during Q3 to reduce the remainder. **Q3 actions:** We are scheduled to migrate to the 'live' service in 2028, no specific date has been released. HMLR will take another snapshot of our data in early 2027 to identify any issues.	Ongoing	G ↔
Engage with the Devolution programme to deliver the best outcome for West Norfolk **Chief of Staff and Monitoring Officer comments:** Government has been clear that devolution will be stepped up again with it being aligned to the anticipated Re-wiring the State white paper expected in the autumn. Norfolk and Suffolk County Councils will be revisiting their decision on the proposed devolution deal for the region in October. **Q3 actions:** The Council will maintain a watching brief on what emerges from the county council decisions and the future white paper and respond accordingly.	Mar 2027	G ↔
Engage with the Local Government Reorganisation (LGR) programme to deliver the best outcome for West Norfolk **Chief of Staff and Monitoring Officer comments:** On 7th September, the Government announced that they were withdrawing the decision made for Norfolk and conducting a rapid review of all LGR decisions made to date. All councils were instructed to cease working on preparations for the decision set out for their areas. The Norfolk wide LGR transition programme has been stood down and the council has paused its LGR readiness work. **Q3 actions:** The council will be refocusing capacity for the established transformation programme and conducting lessons learnt exercises based on LGR activities to date. It is pivoting its fourth pillar within its transformation programme to focus on organisational readiness as devolution activities now step up. It is keeping a watching briefing on future iterations of LGR and the timetable for the rapid review which is expected in later October following the conference recess in parliament.	Mar 2027	B
Improve governance and assurance of corporate health and safety **Assistant Director Health, Wellbeing and Public Protection comments**: The Corporate Health and Safety Board continues to progress its work, with priority focus areas identified for further development. Regular updates and health and safety news are communicated through the intranet. The recruitment to the Health and Safety Adviser post remains ongoing and a dedicated administrative officer has been appointed. **Q3 actions:** Work continues to deliver against the audit action plan.	Nov 2025	A ↔
Delivery of the Council's Medium Term Financial Strategy (MTFS) **Assistant Director Finance comments:** Council officers are monitoring the Medium Term Financial Strategy and Savings and Efficiency plan on a quarterly cycle, reporting to Cabinet throughout the year. **Q3 actions:** Progress and report on corrective action required to address adverse forecasts against budgets and savings targets. Ensure forecast for Revenue and Capital are informed and robust.	Annual	G ↔

Project description and comments	Target Date	
Development of the Corporate Leadership Team and service managers **Chief of Staff and Monitoring Officer comments:** Formal and informal CLT sessions are ongoing. The informal sessions focus on knowledge sharing, learning and discussion of emerging issues and priorities. The Service Manager sessions are ongoing with the last quarterly meeting taking place at the beginning of September. A range of topics were discussed with the managers which included a discussion on our value of Empowerment and what this means for service managers and how they engage and empower their people. The session also covered an employment law update and the managers were asked if they felt a buddy system (similar to the one used by CLT) would be beneficial to them. A range of toolkits and infographics have been developed to support managers carry out people activities along with manager input into new and developing policies. **Q3 Actions:** Work continues on the Management Development Passport. It is anticipated that pilot sessions will be launched early in the new year.	Ongoing	G ↔

Support our communities

To support the health and wellbeing of our communities, help prevent homelessness, assist people with access to benefits advice and ensure there is equal access to opportunities.

Actions carried out by the council

R **Major issues to resolve** A **Minor issues/delays** G **On track** B **On hold/closed** **Completed**

Project description and comments	Target Date	
Progress our commitment to the Care Leavers Covenant by developing and promoting our local offer to care leavers **Assistant Director Corporate Services comments:** Action remains on hold due to insufficient staff resources. **Q3 actions:** Additional capacity to be provided through the recruitment of a Corporate Policy Officer, with a planned start date of 26 October 2026, enabling work in this area to move forward.	On hold	B
Further develop 'Creating Communities' events **Assistant Director Regeneration, Housing and Place comments:** Discussions have been held to plan a new event at Valentine Park, booklets have been drafted to support this event. **Q3 actions:** Continue with arrangements for the event at Valentine Park and finalise the booklets.	Ongoing	G ↔
Undertake a review of the council's equality policy and continue to progress a range of workstreams to support equality, diversity and inclusion (EDI) **Assistant Director Corporate Services comments:** Limited progress has been made, due to significant staffing shortages in the team. A proposal was presented to ELT, however due to resources constraints this has yet to progress further. **Q3 actions**: Additional capacity to be provided through the recruitment of a Corporate Policy Officer, with a planned start date of 26 October 2026, enabling work in this area to move forward.	Ongoing	G ↓ A
Develop a Health and Wellbeing Strategy and Action Plan **Assistant Director Health, Wellbeing and Public Protection comments:** Two new sub-groups have been established under the Health and Wellbeing Partnership to progress the Marmot recommendations and support work towards becoming an Age Friendly District.	Sept 2026	G ↔

Project description and comments	Target Date	
These complement the existing Healthy and Active Lifestyles Group and Health Inequalities Sub-group. A review of grant-funded projects delivered between 2022 and 2026 has commenced to assess outcomes and identify key achievements. The findings will inform the development of future strategic priorities and support learning from the Marmot health inequalities agenda. **Q3 actions:** Work to co-produce the new strategy with all members will take place in Q3/Q4 with delivery of the new strategy at the end of Q4.		
Develop and support partnerships with key stakeholders to deliver improved health and wellbeing for West Norfolk Residents drawing on outcomes of Health and Wellbeing Strategy and Marmot recommendations **Assistant Director Health, Wellbeing and Public Protection comments:** Health and Wellbeing Partnership (HWP) has agreed £200k of funding to partners over the next 2 years for projects that support improved health and wellbeing for residents. These projects explicitly aim to reduce health inequalities and increase opportunities for residents here in West Norfolk and are aligned with learning from the Marmot health inequalities programme, delivering against the 19 starting well recommendations. HWP is working to develop the plan for £229k community resilience monies for 2026-28. This programme, when delivery starts, will focus on an asset-based community development approach targeting Downham Market and its rural villages, driving resilience and reducing the impacts of poverty, a key recommendation of the Starting Well report. **Q3 actions:** Delivery of projects for the HWP grants will begin in Q3 with interim monitoring feedback due March 2027, this will be included in Q4 reporting. In Q3, finalise the plan for approval and move towards arranging engagement sessions in Downham Market for the Crisis Resilience Funding with delivery to begin in Q3/Q4 and to continue to March 2028 with regular reviews being undertaken at the HWP.	Oct 2026	**G** ↔

Managing the Business

Our Performance Indicators in detail

R Performance indicator is 5% or more below target

A Performance indicator is up to 5% below target

G Performance indicator has achieved target

M Monitor only

Promote growth and prosperity to benefit West Norfolk									
Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
1.1	% of non-major planning applications determined within 8 weeks or within agreed timescale	94%	92%	89%			70%	G ↔	
1.2	% of major planning applications determined within 13 weeks or within agreed timescale	92%	100%	92%			60%	G ↔	
1.3	% of decisions on applications for **major** development that have been overturned at appeal, measured against total number of major applications determined	0.88%	0.92%	0.88%			10%	G ↔	
1.4	% of decisions on applications for **non-major** development that have been overturned at appeal, measured against total number of non-major applications determined	0.84%	0.82%	0.78%			10%	G ↔	
1.5	% of major planning applications determined with an extension of time (EOT)	25%	56%	56%			50%	R ↔	Completing Section 106 agreements within timescales can make this a challenging target. Overall decisions are being made quicker and this is key to improving performance.

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
1.6	% of non-major planning applications determined with an extension of time (EOT)	10%	15%	16%			35%	G ↔	
1.7	Amount of planning fees returned under the Planning Guarantee	£0	£0	£0			£0	G ↔	
1.8	% of new enforcement cases actioned within 12 weeks of receipt	89%	92%	86%			85%	G ↔	
1.9	No of new homes built through the Council's Major Housing Programme	77	29	49			63	G ↓ R	Delays on 18 units (two blocks of flats) at Florence Fields. Completion is due in Q3.
1.10	No of new Affordable Homes delivered by the Major Housing Programme	12	7	15			Monitor only	M	
1.11	% of rent arrears on industrial units	1.98%	2.22%	3.34%			5%	G ↔	
1.12	% of rent arrears on retail/general units	6.26%	6.53%	15.31%			6%	R ↔	An incorrect rental figure identified and a delay of quarterly rental payments has increased arrears in Q2
1.13	Long stay car parking tickets purchased	332,009	108,169	234,012			332,009	G ↔	Cumulative data
1.14	Short stay car parking tickets purchased	1,226,619	308,356	656,757			1,226,619	G ↔	Cumulative data
1.15	Local (West Norfolk) contracts awarded to SMEs: (include %, number and value)	73% 8 £480,650	74% 17 £1,167,627	88% 22 £3,955,741			Monitor only	M	
1.16	Capital contracts awarded to SMEs: (include %, number and value)	68% 17 £22,615,803	80% 4 £417,422	100% 9 £2,835,667			Monitor only	M	
1.17	Revenue contracts awarded to SMEs: (include %, number and value)	69% 38 £4,565,383	72% 13 £750,204	81% 13 £1,120,074			Monitor only	M	

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
1.18	No of new homes delivered in the Borough to meet the housing need target	704	168	206			Monitor only	M	
1.19	No of new affordable homes delivered in the Borough	217	25	60			Monitor only	M	Quarterly figures may change due to delays receiving data from Registered Providers

Protect our Environment

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
2.1	% of street lighting within the borough converted to LED	63.54%	87.40%	93.96%			90%	G ↔	Cumulative data
2.2	Increase installed solar power capacity by 15% to 824.3 kWp	-	716.8	717.0			824.3	G ↔	Cumulative data
2.3	No of brown bins in use for composting	29,225	29,533	29,665			29,000	G ↔	
2.4	Total tonnage of garden waste collected and treated	10,370	3,131	5,790			11,000	G ↔	
2.5	Total tonnage of food waste collected and treated	1,719	472	945			1,700	G ↑ A	Cumulative data
2.6	Total tonnage of mixed recycling collected and treated	14,111	3,475	6,963			14,000	A ↔	Cumulative data
2.7	No of fly tipping incidents recorded	2,462	439	392			Monitor only	M	
2.8	% of fly tipping cases initially assessed within 1 day of being recorded	95%	100%	100%			97%	G ↔	

Efficient and effective delivery of our services									
Ref	**Performance indicator**	**2025/26**	**2026/27**						
			Q1	**Q2**	**Q3**	**Full Year**	**Target**	**Comments**	
3.1	Average time Customer Information Centre takes to answer an incoming call	1 mins 36 secs	2 mins 50 secs	3 mins 44 secs			2 minutes	R ↔	Despite staffing pressures, CIC handled more than 20,000 calls. Training & recruitment is ongoing to improve call waiting times
3.2	Average time Customer Information Centre takes to answer a webchat	-	28 secs	24 secs			1 minute	G ↔	
3.3	Customer Information Centre satisfaction rate	-	79%	79%			75%	G ↔	
3.4	% of supplier invoices paid within 30 days	99%	99%	99%			99%	G ↔	
3.5	% of local supplier invoices paid within 10 days	96%	96%	96%			96%	G ↔	
3.6	% of invoices with a valid PO raised in advance of invoice date	-	71%	73%			100%		Cumulative data
3.7	% of Council Tax collected against outstanding balance	97.1%	27.8%	54.8%			97.1%	G ↔	Cumulative data
3.8	% of Business Rates collected against outstanding balance	97.9%	30.4%	55.0%			98.6%	G ↔	Cumulative data
3.9	% of BID Levy collected	97.5%	46.5%	74.2%			97.5%	G ↔	
3.10	% of press releases covered by media within one month of being issued	95%	100%	100%			95%	G ↔	
3.11	No of cyber security incidents reported	0	0	2			Monitor only	M	
3.12	Permanent employee headcount (actual)	620	625	633			Monitor only	M	

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
3.13	Level of staff turnover	8.47%	1.82%	3.50%			Monitor only	M	Cumulative data
3.14	Average number of working days sickness per FTE	9.49	1.93	4.87			8.70 days	G ↔	Cumulative data
3.15	% of employees undertaking apprenticeships	2.4%	2.1%	2.2%			2.0%	G ↔	

Support our communities

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
4.1	Households placed in all temporary accommodation	71 families 208 singles	10 families 61 singles	20 families 67 singles			Monitor only	M	
4.2	Households placed in nightly paid temporary accommodation	48 families 190 singles	8 families 54 singles	12 families 61 singles			Monitor only	M	
4.3	No of Homeless applications received	659	141	127			Monitor only	M	
4.4	No of households housed through the housing register	650	139	155			Monitor only	M	
4.5	No of verified instances (not people) of rough sleepers recorded	39	10	21			Monitor only	M	3-7 people continue to rough sleep despite offers of accommodation resulting in repeated instances being recorded.
4.6	No of days to process new housing benefit and council tax support claims	15	16	16			20	G ↔	
4.7	No of days to process housing benefit and council tax support changes of circumstances	13	7	11			20	G ↔	
4.8	% of food premises achieving a rating of 3 or above	94%	93%	93%			90%	G ↔	

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
4.9	% of housing adaptations completed within time	84%	88%	86%			80%	G ↔	
4.10	Through effective use of District Direct service reduce the number of beds occupied by 350 per quarter	3,585	1,519	1,323			4,000	G ↔	
4.11	% of ASB incidents, nuisance and environmental crime incidents reported that have been resolved within 120 days of receipt	91%	86%	90%			80%	G ↔	
4.12	No of HMO licence applications received	22	4	1			Monitor only	M	
4.13	% of HMO licence applications receiving a draft licence or draft refusal within 45 working days of application validation	80%	20%	33%			80%	R ↔	Vacant posts and the additional duties arising from the Renters' Rights Act impacted on performance in Q1 and Q2.Service review to be completed in Q4 2026/27
4.14	% of residents achieving a measurable health improvement through physical activities and cultural interventions	-	Annual data to be reported in Q4				Monitor only	M	
4.15	Deliver an increase of 3.5% (£250k), in social value from the leisure and community activity service	-	3%	-4%			3.5%	G ↓ R	Leisure attendance is 6% below last year - reduced holiday activity and increased competition. Active Community attendance is up 9% YTD and is expected to improve overall performance by year end.

Ref	Performance indicator	2025/26	2026/27						
			Q1	Q2	Q3	Full Year	Target	Comments	
4.16	Improve Alive customer satisfaction levels beyond national benchmarks year on year	7%	Annual data to be reported in Q4				4%		Data provided by Net Promoter Score (NPS) in March 2027
4.17	Increase number of Alive participants on exercise referral or special populations programme	16%	22%	20%			4%	G ↔	

Borough Council of
King's Lynn &
West Norfolk

REPORT TO CABINET

DATE OF MEETING	17 November 2026
REPORT TITLE	Council Tax Support: Final Scheme for Working Age People for 2027/2028
LEAD MEMBER	Councillor Chris Morley, Cabinet Member for Finance
LEAD OFFICER	Jo Stanton, Revenues and Benefits Manager E-mail: joanne.stanton@west-norfolk.gov.uk Direct dial: 01553 616349
CONSULTEES	Norfolk County Council; Norfolk Police and Crime Commissioner; Corporate Performance Panel; Cabinet Members.
WARDS AFFECTED	All wards are affected, with particular impact in PE30, PE31 and PE38.

KEY DECISION	Yes – the report recommends that the final Council Tax Support Scheme for working age people for 2027/2028 is approved.
DECISION MAKER	Recommendations to Council
IS THE REPORT OPEN OR EXEMPT	OPEN

FINANCIAL IMPLICATIONS	YES
HR IMPLICATIONS	NO
POLICY IMPLICATIONS	YES
STATUTORY IMPLICATIONS	YES
RISK MANAGEMENT IMPLICATIONS	YES
ENVIRONMENTAL IMPLICATIONS	NO
EQUALITY IMPACT ASSESSMENT COMPLETED	YES – pre-screening EIA

SUMMARY OF REPORT

The Council Tax Support Scheme reduces the council tax bills for eligible working age residents on low incomes. The Council must review and agree its local working age scheme each financial year, taking into account statutory requirements and the impact on vulnerable groups.

The proposed Council Tax Support Scheme for 2027/2028 continues the 2026/2027 scheme with minor updates. These updates reflect wider welfare reform changes and clarify parts of the scheme rules. The consultation on the draft scheme has now ended, and no further changes are proposed. Cabinet is therefore asked to recommend the draft scheme to Full Council for approval as the final Council Tax Support Scheme for 2027/2028.

RECOMMENDATIONS

Recommendation to Full Council:

That the draft Council Tax Support Scheme for 2027/2028 is agreed as the final Council Tax Support Scheme for working age people for 2027/2028.

REASON FOR DECISION

To ensure that a Council Tax Support Scheme for working age people for 2027/2028 is approved by Full Council within the statutory timetable, and in sufficient time to support the Council Tax Base and budget-setting process for 2027/2028.

CORPORATE STRATEGY **How does this proposal support our Corporate Priorities** Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk	
Promote growth and prosperity to benefit West Norfolk	The scheme supports residents on low incomes, helping to sustain household finances and reduce the risk of council tax arrears.
Protect our Environment	There are no direct environmental implications arising from the recommendation.
Efficient and effective delivery of our services	Agreeing the scheme in good time gives certainty for annual billing, budget planning and operational delivery.
Support our communities	Council Tax Support directly supports low-income working age households by reducing the amount of council tax they have to pay.

REPORT DETAIL

1. Introduction

1.1 The council has a local Council Tax Support Scheme to help working age residents on low incomes with the cost of their council tax bills. There are national regulations for pension age residents, so this report only relates to the local working age scheme. The council must review and approve its working age scheme each financial year.

2. Background

2.1 The local Council Tax Support Scheme was first introduced in 2013. The scheme was based on the national pension age scheme, but everyone who was working age and not classed as vulnerable was expected to pay at least 25% of their weekly council

tax bill. This contribution was reduced to 16% from April 2022 and removed entirely from April 2024.

2.2 The current scheme can cover up to 100% of a resident's council tax liability. The award will be less than 100% where a household has more income than the amount allowed under the scheme rules, for example where they have earnings or other income.

2.3 For 2027/2028, the Council is again required to consider the scheme for the following financial year and agree the final scheme before the statutory deadline. No major changes are proposed. Minor amendments will be made to reflect welfare reform changes to the national Council Tax Support scheme for pension age people and to clarify some administrative matters.

2.4 The final Council Tax Support scheme must be approved by Full Council by 11 March 2027. In practice, for operational and budget-setting reasons, the scheme needs to be agreed by 31 January 2027 so that the Council Tax Base and wider budget-setting process can be completed.

2.5 Before the final scheme is agreed, the Council must consult with its major preceptors and undertake public consultation on the draft scheme. The major preceptors are Norfolk County Council and the Norfolk Police and Crime Commissioner. The draft scheme was subject to a six-week public consultation period and the results are included as part of this report. The draft scheme is subject to a six-week public consultation period and the results are included as part of this report.

3. Proposal

3.1 It is proposed that Cabinet recommends to Council that the draft Council Tax Support Scheme for 2027/2028 is approved as the final scheme for 2027/2028. The full Council Tax Support scheme rules for 2026/2027 can be found here Council Tax Support regulations | Council Tax Support regulations | Borough Council of King's Lynn & West Norfolk

3.2 The draft scheme is the 2026/2027 Council Tax Support scheme incorporating minor amendments and was agreed by Delegated Decision. The report can be found here Agenda for Cabinet Members Delegated Decisions on Friday, 10th July, 2026.

3.3 Continuing the 2026/2027 scheme for 2027/2028 continues to give households receiving Council Tax Support stability and certainty. It also meets the requirement to agree a working age scheme each year and allows the Council Tax Base and budget to be prepared on time.

4. Options Considered

4.1 Continue with the existing Council Tax Support scheme

4.1.1 The option of continuing the existing working age Council Tax Support Scheme, with minor amendments, has been considered. This provides continuity for residents, keeps the scheme broadly aligned with the pension age scheme where appropriate,

and avoids introducing additional complexity for residents or administration. This is the recommended option for 2027/2028.

4.1.2 The scheme will be updated so it is in line with national welfare reform changes for other benefits. The administrative wording change confirms that the Council will base its calculation of Council Tax Support on the same rules as those used by the Department for Work and Pensions for the calculation of the Universal Credit award. The current rules are not explicitly clear on how certain other income will be treated, so the wording needs to be amended. This also keeps the scheme in line with other benefits. No other changes are proposed for 2027/2028.

4.3 Make the scheme more generous

4.3.1 Alternative options include making the scheme more generous, for example by reducing the amount by which weekly Council Tax Support is reduced where a household has more income than the scheme allows. This would provide additional help for working age residents, but it could mean giving more support to working age people than pension age residents, as the Council cannot amend the rules for the national pension age scheme. It would also create two significantly different sets of scheme rules. There would also be an adverse impact on the projections in the Financial Strategy. This option is not recommended.

4.4 Make the scheme less generous

4.4.1 The Council could also make the scheme less generous by reducing the level of Council Tax Support awarded. This could have a positive impact on the projections in the Financial Strategy, but it would reduce help for households on low incomes, creating council tax charges that households on the lowest incomes may struggle to pay, and which would be difficult to collect. This option is not recommended.

4.5 Use an alternative method to support low income residents

4.5.1 A different model could also be considered, such as a banded discount scheme where a set percentage discount is awarded based on a person's income and household circumstances. This would be a more significant change and would require further modelling, consultation and consideration of the impact on residents and the Council Tax Base. This option is not recommended.

4.6 Do nothing

4.6.1 Doing nothing is not a viable option because the Council is required to review and approve a local Council Tax Support Scheme for working age people each financial year. Failure to agree a scheme in time would create uncertainty for residents, preceptors and the Council's budget-setting process. This option is not recommended.

5. Consultation

5.1 The Council Tax Support regulations require the Council to consult its major preceptors before choosing a draft scheme for public consultation.

5.2 Norfolk County Council and Norfolk's Police and Crime Commissioner were contacted for their views on the draft scheme. The Police and Crime Commissioner stated they had no further comments to add. Norfolk County Council has not responded.

5.3 The public consultation ran from 27 July to 7 September 2026. Fifteen people started the survey, but only four completed it. This was fewer than the 16 completed responses received for the 2026/2027 scheme. The low response may reflect the fact that no major changes are proposed.

5.4 The four responses opposed both the continuation of the current working-age CTS scheme and the proposed amendments for 2027/2028. The dominant themes were concerns about fairness to full-paying council taxpayers, a belief that all residents should contribute financially towards local services, and opposition to increasing or maintaining subsidised support levels.

5.5 The full results of the survey, including all the comments, are included at Appendix C which should be read in conjunction with this section. A summary of the survey responses is below:

	Continue Current Working Age CTS Scheme?	**Support Proposed Changes?**	**Key Comments**
1	Disagree	Disagree	No council tax subsidies should be provided. Individuals should prioritise spending within their means.
2	Disagree	Disagree	Maximum support should be capped at 50%. Believes current support discourages some people from increasing work.
3	Disagree	Disagree	Concerned costs fall on other taxpayers. Opposes removal of the two-child benefit cap and believes all households should contribute.
4	Disagree	Disagree	Strong objection to taxpayers subsidising others. Suggests reducing discounts and requiring all residents to contribute towards council services.

5.6 The consultation responses should be considered alongside the wider evidence. Four completed responses were received, compared with 9,366 households receiving help with their council tax bills and over 74,000 households in the borough. Therefore the responses should not be treated as representative of the borough as a whole. Having considered the responses and the wider evidence, no changes are proposed to the final Council Tax Support Scheme for 2027/2028.

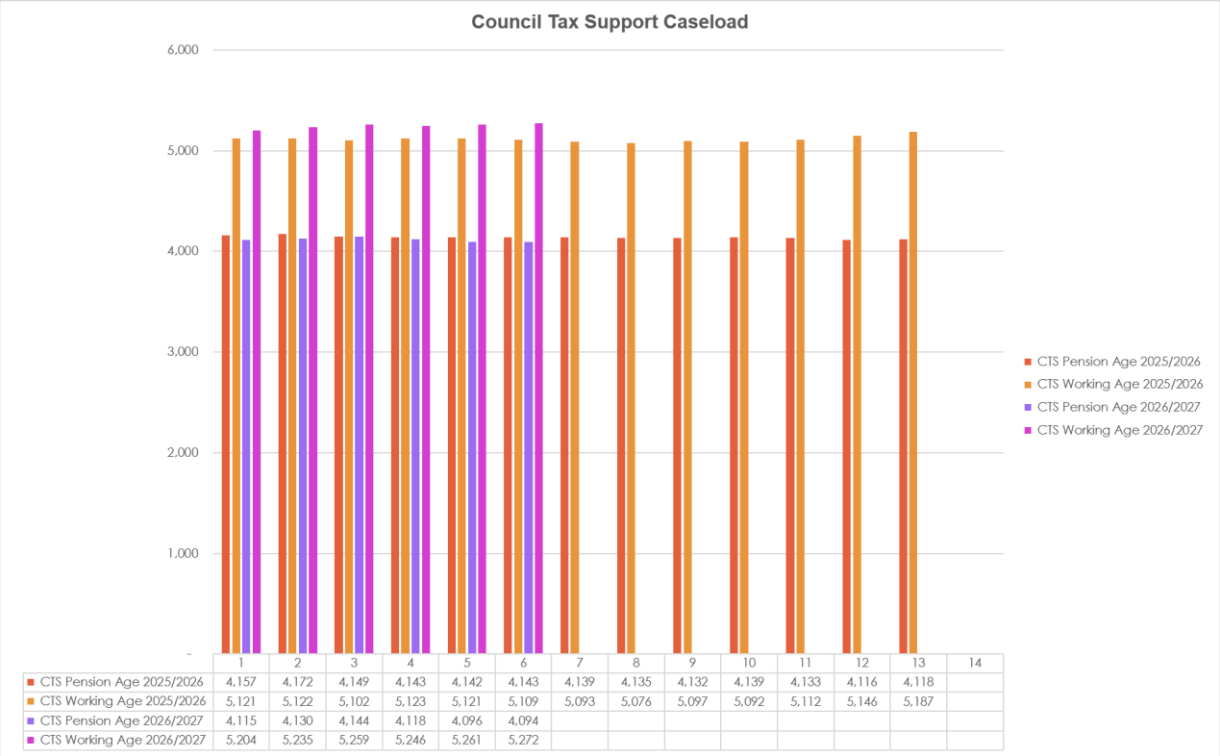
6. Caseload and Financial Implications

6.1 Council Tax Support is treated as a council tax discount and the financial impact is reflected in the Council Tax Base. The impact of both working age and pension age Council Tax Support is shared between preceptors in proportion to their share of the council tax bill. The Council's share of the overall cost is met through the Council Tax Base which is reflected in the figures in the Financial Strategy.

6.2 The estimated financial impact of the 2027/2028 scheme is based on the latest Council Tax Support caseload and Band D equivalent figures available on 1 September 2026.

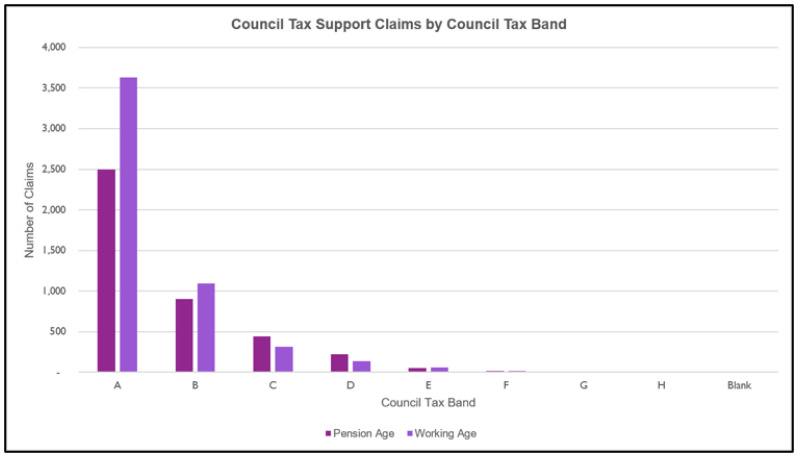
6.3 The estimated total value of Council Tax Support awards is £12.158 million, an increase of £0.791 million since April 2026. Working age households receive £6.729 million, or 55.3% of the total. Pension age households receive £5.429 million, or 44.7%.

6.4 9,366 households claim Council Tax Support, comprising 5,272 working-age households and 4,094 pension-age households. Since April, the total caseload has remained relatively stable, increasing by 47 claims, driven by 68 additional working-age claims, partly offset by 21 fewer pension-age claims. The average annual Council Tax Support award is £1,298.

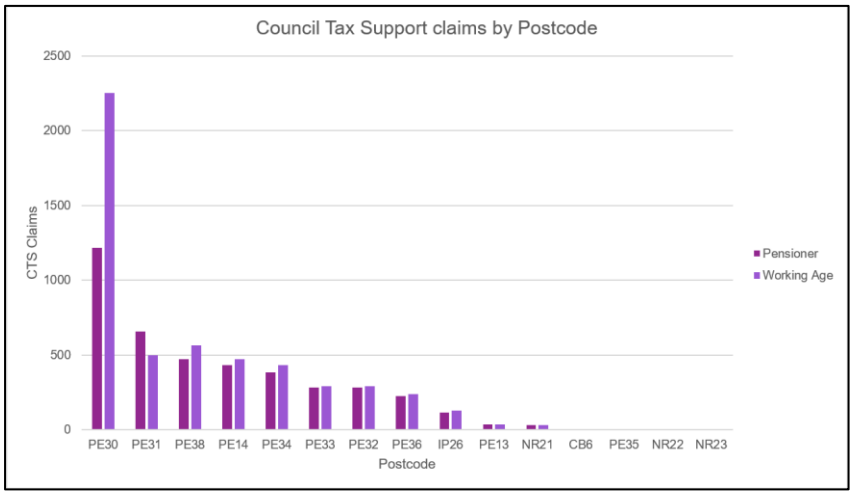


	1	2	3	4	5	6	7	8	9	10	11	12	13	14
CTS Pension Age 2025/2026	4,157	4,172	4,149	4,143	4,142	4,143	4,139	4,135	4,132	4,139	4,133	4,116	4,118	
CTS Working Age 2025/2026	5,121	5,122	5,102	5,123	5,121	5,109	5,093	5,076	5,097	5,092	5,112	5,146	5,187	
CTS Pension Age 2026/2027	4,115	4,130	4,144	4,118	4,096	4,094								
CTS Working Age 2026/2027	5,204	5,235	5,259	5,246	5,261	5,272								

6.5 Council Tax Support claims by Council Tax Band are shown in the chart below. Households in Bands A and B continue to account for the majority of CTS claims, with 86% of households in the two lowest council tax bands.



6.6 Claims by Postcode Area and the Working Age / Pension Age split are shown below. The majority of the claims are in the PE30 (King's Lynn) area followed by PE31 and PE38.



6.7 The impact of the scheme on the Council's taxbase represents 5,003 Band D equivalent properties. This is 89 Band D equivalents above the estimated figures in the Financial Strategy of 4,914.1 Band D equivalents, however this is more than offset by an increase in new properties and additional income from the Second Homes Premium. The estimated future impact is within the assumptions in the Medium Term Financial Strategy.

7. HR Implications

7.1 None. The proposal does not require changes to staffing levels, structures or HR policies.

8. Policy Implications

8.1 The proposal forms part of the Council's annual policy for Council Tax Support. The scheme supports the Council's priority to support communities by providing financial assistance to working age residents on low incomes.

8.2 The scheme is kept under review so that it remains aligned with relevant welfare benefit changes, national pension age Council Tax Support provisions where appropriate, and the Council's wider financial and equality duties.

9. Climate Change and Environmental Implications and considerations

9.1 None. The recommendation relates to the Council Tax Support Scheme and does not have direct climate change, environmental or biodiversity implications.

10. Statutory and Legal Implications

10.1 The Council is required under section 13A(2) of the Local Government Finance Act 1992 to make a local Council Tax Support Scheme for working age people. The scheme must be reviewed annually and agreed before the start of the financial year to which it relates.

10.2 Schedule 1A of the Local Government Finance Act 1992 sets out the process that must be followed when reviewing and agreeing the scheme. The Council must consult its major preceptors, publish and consult on a draft scheme, consult with its taxpayers and then agree the final scheme.

10.3 The statutory deadline for agreeing the 2027/2028 scheme is 11 March 2027. However, in practice the scheme needs to be agreed by 31 January 2027 because it forms part of the Council Tax Base and budget-setting process.

11. Local Government Reorganisation Implications

11.1 There are no direct Local Government Reorganisation implications arising from this report and it is unaffected by the recent announcement of a pause to LGR.

12. Health and Safety Implications

12.1 None. The recommendation does not create any direct health and safety implications.

13. Consultees

13.1 The Council has consulted with its major preceptors and the general public. Details of the consultation response are at Section 5.

14. Equality Impact Assessment

14.1 A pre-screening Equality Impact Assessment is included with this report.

14.2 The scheme maintains support for households on low incomes and helps reduce the risk of financial hardship and council tax arrears. The scheme continues to have positive equality impacts as it maintains the more generous support for those in vulnerable groups and those with relevant protected characteristics, whilst providing more help to customers not in vulnerable groups or covered by equality considerations.

14.3 A full Equality Impact Assessment is not required as this is a continuation of an existing policy and no major changes have been made. The scheme continues to provide the same or an improved level of support and provisions exist for the award of a discretionary reduction in exceptional cases.

15. Risk Management Implications

15.1 Failure to agree a Council Tax Support Scheme by 31 January 2027 would mean that the Council would be unable to set its Council Tax Base and budget for 2027/2028 within the required timetable. This could affect the wider budget-setting process for the Council and major preceptors.

15.2 The budget impact of the Council Tax Support Scheme is based on household numbers and is reflected in the Financial Strategy. The impact will be affected by the changing circumstances and demographics of taxpayers, including household welfare, age mix and additional households entering the tax base.

15.3 The Council Tax Support Scheme is based on an assessment of household income against an allowed amount. Wider economic pressures are not currently causing an increase in the Council Tax Support caseload, as household incomes are generally stable or rising due to wage and benefit increases. However, household expenditure is also increasing, which continues to place pressure on household budgets.

15.4 Other support with rising costs is available through the Council, government and other organisations, including the Crisis and Resilience Fund. In the current economic climate, the risk assessment cannot be neutral, but it is considered that there is sufficient flexibility in the Council's financial structure to withstand any adverse impact.

15.5 If the Council Tax Support caseload falls, the Council Tax Base and council tax income will increase, creating a surplus on the Collection Fund. The impact of the Council Tax Support Scheme is, and will continue to be, operationally reviewed monthly.

16. Conclusion

16.1 The Council is required to review and agree a local Council Tax Support Scheme for working age residents each financial year. For 2027/2028, the recommended approach is to continue the existing 2026/2027 scheme, with minor amendments to reflect welfare reform changes to the national pension age scheme and clarify administrative wording. This approach provides continuity and certainty for residents on low incomes, supports the Council's annual billing and budget-setting timetable, and enables the Council to meet its statutory duty.

16.2 Cabinet is therefore asked to recommend to Council that the draft working age Council Tax Support Scheme for 2027/2028 is approved as the final scheme.

LIST OF APPENDICES
Appendix A – Equality Impact Assessment Appendix B – Council Tax Support Scheme Principles Appendix C – Consultation Responses and Summary

LIST OF BACKGROUND PAPERS
There are no background papers

APPENDIX A: PRE SCREENING EQUALITY IMPACT ASSESSMENT

For equalities profile information please visit Norfolk Insight - Demographics and Statistics - Data Observatory

Name of policy/service/function	Local Council Tax Support Scheme for working age people 2027/2028			
Is this a new or existing policy/ service/function? *(tick as appropriate)*	New		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.	Council Tax Support is a means-tested council tax discount for residents on low income. The council is required to review and agree a local Council Tax Support Scheme for working age people each financial year. Pension age residents are covered by a separate national scheme. The aim of the local working age scheme is to reduce council tax liability for eligible low-income households and help reduce financial hardship and council tax arrears.			
Who has been consulted as part of the development of the policy/service/function? – new only *(identify stakeholders consulted with)*	Not applicable – this is an existing annual scheme. Consultation is undertaken with major preceptors and residents as part of the annual review process.			

Question	**Answer**				
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? Please tick the relevant box for each group.		Positive	Negative	Neutral	Unsure
	Age	✓			
	Disability	✓			
	Sex	✓			
	Gender Re-assignment			✓	
	Marriage/civil partnership			✓	
	Pregnancy & maternity	✓			
	Race	✓			
	Religion or belief			✓	
	Sexual orientation			✓	
	Armed forces community			✓	

NB. Equality neutral means no negative impact on any group. ***If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.*** **For more information on health inequalities please visit The King's Fund*	Care leavers	✓			
	Health inequalities*	✓			
	Other (eg low income, caring responsibilities)	✓			

Please provide a brief explanation of the answers above:
The scheme is designed to support working age residents on low incomes by reducing the amount of council tax they pay. The strongest positive impact is therefore for low-income households, including residents with caring responsibilities and those experiencing financial hardship. Positive impacts may also arise for disabled residents, residents with long-term health conditions, care leavers, households affected by pregnancy or maternity, and some working age households where income is temporarily reduced or unstable.

The scheme is means-tested and is not designed around protected characteristics. No negative impacts have been identified at this stage. Categories marked as neutral are not expected to be directly affected because entitlement is based on household income, liability and circumstances rather than the protected characteristic itself.

A full EIA was completed in August 2016. No major changes have been made since then so a further full EIA is not required.

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	The scheme is based on financial need and applies consistently to eligible working age residents. Although some residents who do not qualify may perceive the scheme as favouring those who receive support, this is a consequence of a means-tested statutory discount scheme and not a specific impact on relations between equality communities.
3. Could this policy/service be perceived as impacting on communities differently?	Yes	The scheme may be perceived as affecting working age and pension age residents differently because pension age residents are covered by a national scheme, while the council sets the local working age scheme. The report explains

		that this EIA relates only to the local working age scheme. Certain geographical communities are also impacted more than others as they have higher numbers of Council Tax Support recipients. No adverse equality impacts have been identified.
If 'yes' to questions 2 - 3 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary: The identified impacts are positive or neutral. The scheme continues to provide financial support for low-income working age residents and no adverse impacts have been identified. The distinction between working age and pension age schemes arises from national legislation and scheme responsibilities. **Decision agreed by EWG member: …Allison Bingham.**		
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:** No minor adverse impacts have been identified. The scheme will continue to be monitored through normal operational review and annual scheme review processes. **Actions agreed by EWG member:** **Allison Bingham**
5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	Yes	The scheme is specifically designed to reduce the council tax liability of working age residents on low incomes. It helps address financial disadvantage by reducing household bills and supporting residents who may otherwise be at greater risk of arrears or hardship.
Assessment completed by: Name	Jo Stanton	
Job title	Revenues and Benefits Manager	
Date completed	8 September 2026	
Reviewed by EWG member		**Date** **Allison Bingham** **2nd October 2026**
☐ **Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy** (corporate.policy@west-norfolk.gov.uk)		

Appendix B

Summary of the Working Age and Pension Age CTS Scheme rules

	National Pension Age CTS Scheme	Our Working Age CTS Scheme
Maximum Level of Support	100%	100%
Capital Limit	£16,000	£16,000
Weekly Deduction for a Non-Dependant: • Not working • Weekly Earnings under £236 • Weekly Earnings between £236-£410 • Weekly Earnings between £410-£511 • Weekly Earnings above £511 • Any other not included above	 £4.60 £4.60 £9.40 £11.80 £14.15 £0	 £4.60 £4.60 £9.40 £11.80 £14.15 £0
Weekly Earnings Disregard: • Single • Couple • Disabled or Carer • Lone Parent	 £5 £10 £20 £25	 £15 £20 £30 £35
Self-employed people – earnings used	Actual earnings	Actual earnings
Second Adult Rebate[1]	Included	Included
Backdating of a new claim	3 months	3 months

The full set of Council Tax Support Regulations for Working Age people can be found at:

https://www.west-norfolk.gov.uk/info/20019/council_tax_support/610/council_tax_support_regulations

[1] Certain people who do not qualify for CTS can receive a discount of up to 25% if they have a second adult living with them who is on a low income.

Appendix C: Summary of completed consultation surveys

Consultation period	Responses received	Overall position
27 July to 7 September 2026	4 completed surveys	All 4 disagreed with both questions

Purpose and interpretation
This appendix summarises the four completed survey responses received from the Council Tax Support Scheme 2027/2028 consultation.

Context: *The findings represent four respondents only and should be read as a summary of the views submitted, not as wholly representative of the wider borough population.*

1. Summary of individual responses

Response	Continue working-age CTS scheme?	Agree with proposed changes?	Summary of reasons and suggested changes	Stated impact
1	Disagree	Disagree	Opposed council tax support in principle, stating that subsidies are borne by those who pay. Proposed that no subsidy should be applied and that households should prioritise spending within finite income.	Said all households should recognise that income is finite and prioritise essential spending.
2	Disagree	Disagree	Considered that no household should receive 100% support. Proposed a maximum award of 50%, with the aim of encouraging greater participation in paid work.	Believed reduced support could encourage work and lessen the perceived burden on full council tax payers.
3	Disagree	Disagree	Concerned that scheme costs would be added to other residents' council tax bills. Specifically opposed removal of the two-child limit and proposed that every household should contribute towards services.	Believed wider taxpayers would provide less support to others and could potentially pay less.
4	Disagree	Disagree	Objected to full-paying residents subsidising others. Proposed reducing discounts and	Said recipients may need to pay a greater share, while wider taxpayers

			requiring all residents to make a contribution towards the council services they use.	could potentially pay less.

2. Main themes from the comments

Theme	Responses	Summary
Fairness to full-paying council tax payers	4 of 4	All four responses expressed concern that CTS places costs on residents who pay council tax in full.
A contribution from every household	3 of 4	Three responses called for all households to make some contribution towards council tax or local services.
Reduced levels of support	2 of 4	Two responses expressly proposed reducing support. One suggested a maximum award of 50%; another proposed lower discounts.
Employment and self-sufficiency	1 of 4	One response linked a lower maximum award to encouraging people to return to work or increase paid work.
Opposition to removal of the two-child limit	1 of 4	One response specifically objected to the proposed removal of the two-child limit.
Perceived effect on wider taxpayers	3 of 4	Three responses suggested that reducing support could lessen the amount borne by other council tax payers.

3. Respondent profile

Characteristic	Recorded responses
Gender	2 male; 1 female; 1 preferred not to say
Age	2 aged 65 and over; 1 aged 55–64; 1 preferred not to say
Ethnicity	3 White; 1 preferred not to say
Long-term illness, impairment or disability	1 yes; 2 no; 1 preferred not to say

4. Overall conclusion

All four respondents disagreed with continuing the existing working-age CTS scheme and with the proposed changes. The most consistent concern was perceived fairness to residents paying council tax in full.

Respondents commonly favoured requiring all households to contribute, with some advocating lower maximum support. The small response base should be clearly recognised when these findings are considered.

Borough Council of
King's Lynn &
West Norfolk

REPORT TO CABINET

DATE OF MEETING	17 November 2026
REPORT TITLE	Council Tax Discounts, Levies and Premiums for Empty Properties and Second Homes for 2027/2028
LEAD MEMBER	Cllr Chris Morley, Cabinet Member for Finance
LEAD OFFICER	Jo Stanton, Revenues and Benefits Manager
CONSULTEES	Cabinet
WARDS AFFECTED	All wards, with a greater concentration of affected properties in some coastal and rural communities.

KEY DECISION	YES: Affects a number of wards and relates to income of £500,000 or more
DECISION MAKER	Recommendations to Council
IS THE REPORT OPEN OR EXEMPT	OPEN

FINANCIAL IMPLICATIONS	YES
HR IMPLICATIONS	NO
POLICY IMPLICATIONS	YES
STATUTORY IMPLICATIONS	YES
RISK MANAGEMENT IMPLICATIONS	YES
ENVIRONMENTAL IMPLICATIONS	NO
EQUALITY IMPACT ASSESSMENT COMPLETED	PRE-SCREEN COMPLETED

SUMMARY OF REPORT

Councils have discretionary powers to vary the discounts for empty properties, uninhabitable properties and second homes, and to charge additional premiums (levies) for long-term empty properties and second homes.

Councils will retain their proportionate share of any additional income raised by reducing discounts or charging levies and premiums. For 2027/2028 estimated additional income of £6.5m will be raised for distribution between the precepting bodies, the majority of which is attributable to Norfolk County Council.

This report summarises the current position and makes recommendations for the discounts and premiums for empty properties, uninhabitable properties and second homes for 2027/2028.

RECOMMENDATIONS

Recommendation to Full Council:

The following discounts, levies and premiums are continued for 2027/2028, subject to the Statutory Exceptions:

Class A Second Homes:

- 0% discount, i.e. no reduction;

Class B Second Homes:

- 0% discount i.e. no reduction, plus,
- An additional premium of 100% - subject to negotiation with Norfolk County Council, to return to BCKLWN a 25% share of the additional income generated by the second homes premium in line with those arrangements agreed in 2024/25 and 2025/26

Class C Empty / Unfurnished Properties:

- 0% discount, i.e. no reduction, plus,
- The relevant Long-Term Empty Property Levy (as below)

Class D Uninhabitable Properties:

- 25% discount for 12 months starting on the day the property becomes uninhabitable; then:
- 0% discount once the 12-month period has expired, plus
- The relevant Long-Term Empty Property Levy (as below)

Long-Term Empty Properties (following on from Class C and Class D above):

- A premium of 100% where the property has been empty for at least one year but less than five years,
- A premium of 200% where the property has been empty for at least five years but less than ten years, and
- A premium of 300% where the property has been empty for at least ten years.

That authority be delegated to the Leader of the Council, in consultation with the Section 151 Officer, to negotiate and agree with Norfolk County Council the proportion of additional Council Tax income arising from the second homes premium to be returned to the Borough Council for 2027/2028.

REASON FOR DECISION

The decision to vary the levels of discounts and to charge an additional premium or levy for empty properties is at the discretion of the Council. The decision must be ratified each year by full Council.

This report ensures the decision on the levels of discounts, levies, premiums for empty properties, uninhabitable properties and second homes is made for 2027/2028. Delegating the authority to negotiate with Norfolk County Council allows discussions to be undertaken for the return of a proportion of the additional income to support priorities within West Norfolk.

CORPORATE STRATEGY **How does this proposal support our Corporate Priorities** Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk	
Promote growth and prosperity to benefit West Norfolk	The proposal supports growth and prosperity by encouraging empty homes and second homes to be used as permanent homes where possible, helping to support sustainable communities and the local economy. The additional income raised also supports the council's financial position and helps fund local services.
Protect our Environment	There are no direct environmental implications.
Efficient and effective delivery of our services	The proposal continues an established policy and can be administered through existing council tax processes.
Support our communities	The proposal supports communities by recognising the impact that empty properties and second homes can have on local areas, particularly in parts of the borough where housing availability is more limited. Continuing the current premiums and levies helps encourage properties to be occupied as permanent homes and contributes additional income to support local services, including housing and homelessness work. Allowing a 25% discount for uninhabitable properties recognises that these dwellings need some additional support before they can be brought back into use.

REPORT DETAIL

1. Introduction

1.1 This report outlines the proposed council tax discounts, levies and premiums for empty properties, uninhabitable properties and second homes for 2027/2028. The proposed discounts and premiums aim to incentivise the use of empty properties, bringing them back into use as permanent homes. The additional income generated will be used for local services including housing and homelessness prevention.

2. Background

2.1 Councils have powers to vary the nationally set council tax discounts for empty properties, second homes and uninhabitable properties, and to charge premiums (levies) for long-term empty properties and second homes. These powers are discretionary and decisions in respect of these discounts and premiums must be ratified annually by full Council.

2.2 Allowing councils to vary discounts and charge premiums or levies is intended to encourage better use of housing stock. For empty properties, the approach is intended to encourage owners to bring homes back into use. Giving a reduction for uninhabitable properties recognises these properties need work to bring them back into use and also allows owners an extra year before levies are imposed. Continuing a higher charge for second homes recognises the impact these properties can have on local housing availability, council incomes and the delivery of local services.

2.3 The discretionary powers do not include changing the reduction for any property which is exempt from payment of council tax, for example where a resident has gone into care or where the owner has passed away and probate has not yet been granted. These properties continue to benefit from a full council tax reduction.

2.4 The changes to the discounts and levies for empty properties are well established. Empty properties have not received any council tax discount since 2019, and long-term empty properties have paid some form of levy since 2013. The Council introduced the 100% second home premium from 1 April 2025. Comprehensive information covering the introduction of the premium, including links to meeting papers and recordings, Frequently Asked Questions and Exceptions is included on the Council's website at www.west-norfolk.gov.uk/secondhomes.

2.5 The recommendations for discounts, levies and premiums for empty properties, uninhabitable properties and second homes for 2027/2028 are shown below. These are a continuation of the 2026/2027 discounts, levies and premiums.

Table 1: Proposed Discounts, Levies and Premiums for Empty Properties, Uninhabitable Properties and Second Homes for 2027/2028

Property Type	Definition	Proposed Discount	Proposed Premium or Levy	Number on 1 September 2026
All Properties	All domestic properties on the Council Tax list			77,045
Class A and Class B Properties **Furnished properties which are no-one's main home** (commonly	Class A properties have a restriction on occupancy for at least 28 days a year. Class B properties have no occupancy restriction and pay the Premium.	0%	100%	2,667 Plus 509 properties subject to an exception. Total second homes = 3,176

referred to as Second Homes).	There are exceptions to the Second Home Premium, as described in paragraph 2.7.			
Class C **Empty and Unfurnished Properties**	Properties where there is no occupier and no furniture in the property. The charge depends on how long the property has been empty as below:			
	Properties which have been empty and unfurnished for less than a year	0%	0%	1,355
	Properties which have been empty and unfurnished for at least one year but less than five years	0%	100%	974
	Properties which have been empty and unfurnished for at least five years but less than ten years	0%	200%	83
	Properties which have been empty and unfurnished for at least ten years.	0%	300%	23
	Total empty and unfurnished properties *These exclude any empty property which qualifies for an exemption from payment of council tax, including those where the resident is now in a care home or where the council taxpayer has passed away and probate has not yet been granted.*			2,255 Plus 148 properties subject to an exception Total empty and unfurnished properties 2,403
Class D **Uninhabitable Properties**	Properties which are uninhabitable as they require, or are undergoing, work to their structure such as the roof, walls, floors, ceilings and foundations. Once the 12-month discount expires these	25% for 12 months	0%	72

	properties are treated as empty and unfurnished properties.			

2.6 Not included in the table above are 1,159 properties which are commercially let self-catering accommodation. These are shown in the business rates list and do not pay council tax.

2.7 The regulations include a number of statutory exceptions to the long-term empty property levies and second home premium, including a 12-month deferral for properties genuinely available for sale or for let, permanent exceptions for certain taxpayers serving in the Armed Forces, and extensions for properties after probate has been granted. In addition, there are Delegated Powers for individual applications to be considered. The Exceptions Policy was agreed in 2024 and is attached at appendix B. No changes are proposed for 2027/2028.

3. Proposal

3.1 The proposal is to continue with the current levels of council tax discounts, levies and premiums for 2027/2028.

3.2 The majority of the additional Council Tax income generated by the second homes premium is attributable to Norfolk County Council as the principal precepting authority. In previous years arrangements have been discussed with the County Council regarding the return of a proportion of this additional income to the Borough Council. It is proposed that authority is delegated to the Leader, in consultation with the Section 151 Officer, to negotiate and agree the level of any contribution to be returned for 2027/2028.

4. Options Considered

4.1 The council tax discounts, levies and premiums have been in place for several years and are the established charges for these types of properties. The premium for second homes was introduced in April 2025, and 2027/2028 will be the third year it has been charged.

4.2.1 Increasing or reinstating discounts

The option of reinstating or increasing discounts was considered but is not recommended. This would reduce the council tax charge for empty properties and second homes, reduce council tax income and would not support the policy objective of encouraging empty homes to be brought back into use.

4.2.2 Varying charges within the area

The option of applying different premiums or discounts in different areas was considered but is not recommended. It may encourage a postcode lottery, where empty property and second homeowners relocate to areas where the charge is lower placing additional housing pressures on these locations. A borough-wide approach is simpler to administer, easier for taxpayers to understand and ensures the policy is applied consistently.

4.2.3 Not charging premiums or levies

The option of not charging additional amounts for long-term empty properties and second homes was considered but is not recommended. Removing these charges would weaken the policy objective of encouraging empty properties and second homes to be used as main homes and reduce the additional council tax income supporting housing and homelessness services. Whilst the majority of the income goes to Norfolk County Council, the Borough still retains a significant sum which is included in the projections in the financial strategy.

4.2.4 Charging a lower percentage premium or levy

The option of reducing the percentage charge for the long-term empty levy and second home premium was considered but is not recommended. The current levels were agreed by Council, are consistent with the existing policy approach and support the council tax base. They are also in line with the levies and premiums charged by neighbouring authorities with high numbers of these types of property. Reducing the percentage would reduce income without providing a clear policy benefit, and a lower charge could encourage more empty properties and second homes into the area.

5. Financial Implications

5.1 The proposals have financial implications because reducing discounts and charging premiums and levies affects the council tax base and the amount of council tax income raised.

5.2 For 2027/2028 the estimated additional income from the second homes premium is £6.51m. This is distributed between the precepting bodies in accordance with their share of the council tax precept, with approximately £4.94m to Norfolk County Council, £0.92m to Norfolk Police, £0.42m to the Borough Council and £0.23m to parish and town councils.

5.3 In 2025/2026, Norfolk County Council agreed to return 25% (£1,191,731) of its additional income arising from the second homes premium to the Borough Council. The funding was earmarked for affordable housing and homelessness priorities and is being used to support the recruitment of an Empty Homes Officer and the delivery of additional affordable rented homes in the borough.

5.4 For 2026/2027, the Borough Council’s share is estimated at £1.134 million and is subject to reconciliation against the actual position at year end. This is also being applied to agreed homelessness priorities.

5.5 For 2027/2028, the Council will seek to negotiate the return of a proportion of the County Council’s additional income arising from the second homes premium, with the aim of securing a contribution equivalent to the 25% agreed in the previous two years. As the outcome of those negotiations is not yet known, no additional income will be included in the Council’s financial projections unless and until an agreement has been reached.

5.6 There is a risk the projections will change due to customer behaviour or fluctuations in the number of empty properties and second homes. The intention of the proposal is to bring empty properties and second homes back into use as main homes so a fall in the number of these types of properties is to be expected. Changes in the number of empty properties and second homes will be reflected in the tax base. It is expected that growth from new properties will provide a degree of offset, but the overall position will continue to be monitored through the Council Tax base and Collection Fund processes.

5.7 The proposal is a key element of the taxbase calculation and is part of the projections within the medium-term financial strategy. The council's share of the additional income supports the budget and this strategy.

6. HR Implications

6.1 None.

7. Policy Implications

7.1 This continues an existing policy. There are no new implications, as no changes are recommended. The proposals support the Corporate Strategy objective of **Growth and Prosperity** by encouraging effective use of housing stock and bringing properties back into use as main homes. They also support the objective to **Support our Communities** by recognising the impact of empty properties and second homes on local communities and housing availability, and by investing in our Housing and Homelessness services.

8. Climate Change and Environmental Implications and considerations

8.1 None

9. Statutory and Legal Implications

9.1 The powers to reduce or remove nationally set discounts for long-term empty properties, second homes and uninhabitable properties are discretionary and are conferred by Legislation and Regulations. Any decision to vary these discounts or charge premiums and levies must be ratified annually by full Council.

9.2 The relevant legislation includes sections 79 and 80 of the Levelling-up and Regeneration Act 2023, the Rating (Property in Common Occupation) and Council Tax (Empty Dwellings) Act 2018, the Council Tax (Prescribed Classes of Dwellings) (England) Regulations 2003, the Council Tax (Prescribed Classes of Dwellings) (England) (Amendment) Regulations 2012, sections 11A, 11B, 11C and 11D of the Local Government Finance Act 1992, and section 75 of the Local Government Act 2003

9.3 The Levelling-Up and Regeneration Act 2023 extends councils' discretionary powers, allowing a premium of up to 100% to be charged for second homes in a council's area. The Council Tax (Prescribed Classes of Dwellings and Consequential Amendments) (England) Regulations 2024 specify the prescribed exceptions from the levies and premiums.

10. Local Government Reorganisation Implications

10.1 The decision to vary the discounts and charge additional amounts for empty properties and second homes is made by each local authority. These decisions will be aligned for LGR as part of the ongoing workstreams. No action needs to be taken for the 2027/2028 financial year, and the decision is unaffected by the current pause in Local Government Reorganisation.

11. Health and Safety Implications

11.1 None.

12. Consultees

- Corporate Performance Panel
- Council Leader
- Cabinet Member for Finance

There are no statutory consultees.

13. Equality Impact Assessment

13.1 The pre-screening Equality Impact Assessment is included at Appendix A.

14. Risk Management Implications

14.1 There are no significant risk management implications arising from continuing the current policy. The existing discounts, premiums, levies and exceptions are established and already in operation and are administered within existing processes.

14.2 The main risks are changes in taxpayer behaviour and changes in the number of properties qualifying for an exception. These risks are mitigated through published guidance, application forms, existing discretionary relief arrangements, monitoring of case volumes and continued review through council tax base and collection fund processes.

15. Conclusion

15.1 The report recommends continuing the current levels of council tax discounts, premiums and levies for 2027/2028. This maintains the existing, established, policy approach, supports the council tax base and budget-setting process, and continues to encourage empty properties to be brought back into use.

LIST OF APPENDICES
Appendix A Equality Impact Assessment Appendix B Exceptions Policy

LIST OF BACKGROUND PAPERS

None

PRE SCREENING EQUALITY IMPACT ASSESSMENT

For equalities profile information please visit Norfolk Insight - Demographics and Statistics - Data Observatory

Name of policy/service/function	Council Tax Discounts, Levies and Premiums for Empty Properties and Second Homes for 2027/2028			
Is this a new or existing policy/ service/function? *(tick as appropriate)*	New		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.	The policy sets the level of discounts and premiums (levies) for empty properties and second homes for 2027/2028 The powers to vary the discount are contained in regulations, but the decision to do so is at the discretion of the council.			
Who has been consulted as part of the development of the policy/service/function? – new only *(identify stakeholders consulted with)*	N/A – this is a continuation of an existing policy			

Question	**Answer**				
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? Please tick the relevant box for each group. NB. Equality neutral means no negative impact on any group. ***If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.***		Positive	Negative	Neutral	Unsure
	Age			√	
	Disability			√	
	Sex			√	
	Gender Re-assignment			√	
	Marriage/civil partnership			√	
	Pregnancy & maternity			√	
	Race			√	
	Religion or belief			√	
	Sexual orientation			√	
	Armed forces community	√			
	Care leavers			√	
	Health inequalities*			√	

**For more information on health inequalities please visit The King's Fund*	Other (eg low income, caring responsibilities)	√			

Please provide a brief explanation of the answers above:
The policy applies according to property status rather than protected characteristic. Some individual taxpayers may experience an increased Council Tax liability. However, statutory exceptions, the Council's Exceptions Policy and its discretionary powers provide mechanisms to consider specified circumstances and cases of financial hardship. No disproportionate adverse impact on a protected group has been identified through the pre-screening assessment.

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	The policy will not affect equality communities
3. Could this policy/service be perceived as impacting on communities differently?	Yes	It will apply more to communities where there are higher numbers of empty properties and second homes but will not impact communities because of any equality issues or protected characteristics. It will have a positive impact on people on a low income as the additional income contributes towards the council's budgets and provision of local services, including housing and homelessness prevention.
If 'yes' to questions 2 - 3 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary: **Decision agreed by EWG member: ……..**		
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:** There is no impact on any equality community or any specific group with a protected characteristic. There are a number of statutory exceptions to the levies, premiums and discount reductions. The council also has a Discretionary Relief Policy and can reduce a council tax charge in exceptional circumstances or if a person is suffering financial hardship.

		In addition there are statutory exceptions for certain Armed Forces Accommodation supporting the Armed Forces Covenant.
		Actions agreed by EWG member: Julie Hall
5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	No	**Please provide brief summary:**

Assessment completed by: Name	Jo Stanton		
Job title	Revenues and Benefits Manager		
Date completed	29 September 2026		
Reviewed by EWG member	**Julie Hall**	**Date**	**05/11/2026**

☐ **Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy** (corporate.policy@west-norfolk.gov.uk)

Revision 7

Appendix B

Exceptions Policy – see separate pdf file

Borough Council of
King's Lynn &
West Norfolk

Policy for Exceptions to the Council Tax Premiums for Second Homes and Long-Term Empty Dwellings

Coming into force 1 April 2025

1. Executive Summary

The Levelling-Up and Regeneration Act 2023 gives councils powers to charge a council tax premium (or levy) for certain types of property (dwelling) in its area. The properties are those which are furnished but no-one's main home, commonly referred to as Second Homes, and properties which are unfurnished and unoccupied, known as Empty Properties.

The government has also introduced regulations laying out certain circumstances where the premium or levy does not apply. This Policy includes these statutory exceptions along with further locally agreed exceptions.

The exceptions apply from 1 April 2025.

The power to decide the guidelines for the exceptions to the premiums is given under Delegated Authority as below:

CAB89 – Cabinet 15 Jan 2024, Council 31 Jan 2024

Cabinet Report para 4.1.5:

Delegate authority to the Revenues and Benefits Manager, in consultation with the s151 Officer and Council Leader, to agree the technical guidelines for any exceptions to the premiums imposed by central government.

2. Definitions

Dwelling	Residential property which is the subject of the council tax charge
Empty Dwelling	Any dwelling shown in the Council Tax Valuation List which is unfurnished and unoccupied. A Long-Term Empty Dwelling is one which is unfurnished and unoccupied for six months or more. A Long-Term Empty Dwelling will pay the additional Levy once it has been unfurnished and unoccupied for 12 months or more.
Exempt Dwelling	Any dwelling which qualifies for an exemption from payment of council tax under the provisions of the Council Tax (Exempt Dwellings) Order 1992 (as amended)
Liable Person	The person(s) who is responsible for paying the council tax under the council tax regulations; normally the person(s) whose name appears on the council tax bill
Long Term Empty Dwelling Levy	An additional charge of 100%, 200% or 300% of the amount of council tax payable for the period where the property meets the definition of a Long-Term Empty Dwelling and has been unoccupied for 12 months or more. The actual amount of the Levy depends on how long the dwelling has remained empty.
Relevant Transaction	Transfer on sale of the freehold, or of the leasehold for a term of seven years or more
Second Home	Any dwelling shown in the Council Tax Valuation List which is furnished but is unoccupied and no-one's main home
Second Home Premium	An additional charge of 100% of the amount of council tax payable for the period where the dwelling meets the definition of a Second Home.

3. Exceptions to the Council Tax Second Homes Premium and Long-Term Empty Dwelling Levy

4.

The Council Tax (Prescribed Classes of Dwellings and Consequential Amendments) (England) Regulations 2024 include the circumstances in which the second home premium or empty dwelling levy does not apply.

The premium and levy will not apply to any dwelling which is classed as an Exempt Dwelling.

The exceptions are summarised below and the table should be read in conjunction with the detailed criteria in the regulations.

Class	Reason	Premium this Applies To	Period of Exception	Qualifying Conditions	Evidence Required
E	The liable person lives elsewhere in Armed Forces Accommodation	Second Homes Empty Dwellings	Whilst the qualifying conditions are met	The dwelling would be the sole or main residence of the liable person if they did not live elsewhere in Armed Forces accommodation.	Proof of address and residence in Armed Forces Accommodation
F	The dwelling is an annexe which forms part of a single dwelling, and is used by the resident as part of their sole or main residence	Second Homes Empty Dwellings	Whilst the qualifying conditions are met	The dwelling is an annexe which forms part of the liable person's sole or main residence and is being used as part of their main residence. This does not include any annexe used a second home, or where the other part of the property is a second home.	Proof of use and site visit if necessary.
G	The dwelling is being actively marketed for Sale	Second Homes Empty Dwellings	12 months from the date the dwelling is first placed on the market	The dwelling must be marketed for sale at a price that is reasonable for the sale of the dwelling, or an offer has been accepted and the sale is awaiting completion. A further exception will not apply unless there has been a Relevant Transaction.	A current contract with an Estate Agent for the sale of the dwelling. Marketing information, including Sales Particulars and online listings. A current Energy Performance Certificate (or

					proof of a recent application for one). Details of any viewings or offers in respect of the dwelling. Comparable sales prices achieved for similar properties to demonstrate the asking price is reasonable. Information regarding any sale agreed for the dwelling.
H	The dwelling is being actively marketed for Let	Second Homes Empty Dwellings	12 months from the date the dwelling is first marketed for let	The tenancy terms, conditions and rent must be reasonable for the letting of the dwelling, or an offer to rent has been accepted but the tenancy has not yet started. A further exception will not apply unless the dwelling has been let on a tenancy granted for a term of six months or more.	A current contract with a Lettings Agent for arranging the rental of the dwelling. Details of the type of tenancy the dwelling will be let under. Comparable rental prices for similar properties to demonstrate the rent is reasonable. Details of where the dwelling is advertised for

					let. Information regarding any agreed letting to a tenant.
I	Probate has been granted but the dwelling remains empty	Second Homes Empty Dwellings	12 months from the date probate is granted	The dwelling fell into exemption Class F (Empty Awaiting Probate), remains empty after a grant of probate has been made, and the estate remains the liable party for council tax. The dwelling will receive an exemption from payment of council tax for six months after probate is granted. A further exception will not apply unless there has been a Relevant Transaction.	Copy of the grant of Probate. Confirmation that the estate is the liable party for council tax and that the property has not been assented or passed over to another person.
J	The dwelling is a Job-Related Dwelling	Second Homes	Whilst the qualifying conditions are met.	The liable party must also be liable for council tax at the occupied rate for another dwelling, and be required to occupy that property as a condition of their employment.	Address of second property. Contract of employment confirming the requirement to live elsewhere.
K	The dwelling is a Caravan Pitch or a Boat Mooring	Second Homes	Whilst the qualifying conditions are met	The dwelling is a pitch occupied by a caravan, or a mooring occupied by a boat.	Site visit if required
L	The dwelling is subject to a Planning Condition preventing	Second Homes	Whilst the qualifying conditions are met	The dwelling must have an occupancy restriction imposed by a planning condition for one of the following reasons:	Copy of the Planning Permission containing the restriction on occupancy or specifying the dwelling

	occupancy			• Preventing occupancy for a continuous period of at least 28 days in one year, • Specifying it may only be used as a holiday let, or • Preventing it being occupied as someone's sole or main residence.	cannot be used as a main home or must be used as a holiday let.
M	Uninhabitable Dwellings	Empty Dwellings	12 months from the date the property becomes uninhabitable	The dwelling is one which falls in Class D – i.e. it is one which qualifies for a reduction as it is uninhabitable. *Note – this council currently awards a 25% discount for 12 months to uninhabitable dwellings and they will not be subject to the long-term empty property levy during the qualifying period.*	Evidence that the dwelling requires or is undergoing work to its structure to render it habitable, including work to the walls, floors, ceilings, foundations or roof.
Z1	Unoccupied Furnished Residential Lets	Second Homes	Whilst the qualifying conditions are met	The dwelling is one which is furnished and is let on an assured shorthold tenancy (or equivalent) to occupants who occupy the dwelling as their main home. The exception applies for the days when the property is unoccupied.	Evidence that the former tenant used the property as their main home, and proof that the property is being marketed for let on an assured shorthold tenancy (or equivalent).
Z2	Properties constructed pre-1948 where an occupancy restriction would	Second Homes	Whilst the qualifying conditions are met	Any property constructed pre-1948 Planning Occupancy restrictions being introduced. These properties suffer from flooding during the winter but pre date the introducing of the occupancy	Property deeds or similar showing the date of construction Evidence that the property

	apply had the legislation been in force when the property was constructed			restriction rules being introduced *(as agreed by Members 05/02/2025)*	is unsuitable as a main home and would likely be subject to an occupancy restriction
Z3	Properties where the liable person is a Resident Doctor undertaking their training at the Queen Elizabeth Hospital	Second Homes	Whilst the qualifying conditions are met	1. The property is furnished but is no-one's main home, 2. The property is occupied by a Resident Doctor and they are liable to pay the council tax (i.e. they have a tenancy agreement for at least six months or they are the owner of the property), and 3. The property is used by a Resident Doctor as living accommodation whilst they are undertaking training at the Queen Elizabeth Hospital in King's Lynn. *(As agreed by Members 6 June 2025)*	Employment contract showing status as a Resident Doctor Details of main residence, including proof of liability to pay council tax at the full rate at that addresses Details of the requirement to undertake training at the hospital, including duration of placement

5. Other Circumstances

The discretionary powers to reduce or remit council tax liability under s13(a) Local Government Act 1992 still apply and are contained in the council's Council Tax Discretionary Relief Policy.

6. Applications

The liable person may be required to complete an application form to apply for an exception to the premium or levy, unless we decide we are able to apply the exception without one.

7. Evidence

We may ask for any reasonable evidence to support an application for an exception to the premium or levy. Failure to provide this is likely to result in an application being unsuccessful.

8. False Information and Fraudulent Applications

Any attempts to commit fraud through false statements and fraudulent applications for an exception are taken extremely serious and we may take further action against anyone attempting to defraud the council tax system.

Sanctions include a penalty of £70 for first offence, and £280 for each second and subsequent offence, and prosecution under the Fraud Act 2006.

9. Appeals

The decision not to apply an exception can be appealed. In the first instance an appeal should be made in writing or by email to the Revenues and Benefits Manager, clearly stating why the appeal is being made, and providing evidence.

10. Equalities Implications

A Pre-Screening Equalities Impact Assessment is included at Appendix A.

11. Reference Documents

The Levelling-Up and Regeneration Act 2023

The Council Tax (Prescribed Classes of Dwellings and Consequential Amendments)(England) Regulations 2024 (Statutory Instrument 2024/1007)

Cabinet Report of 15 January 2024 and minutes of the Council Meeting 31 January 2024

12. Version Control

Policy name	Second Homes Premiums and Long-Term Empty Levies– Policy for Exceptions			
Policy description	Policy detailing the exceptions to the additional premiums for certain council tax properties			
Responsible Officer	Jo Stanton, Revenues and Benefits Manager			
Version number	Date formally approved	Reason for update	Author	Review date
1.0	30 January 2025	Policy Creation	Jo Stanton	1 January 2026
2.0	As above	Policy update to include exceptions agreed since January 2026	Jo Stanton	1 January 2029

GENERAL EXCEPTION NOTICE TO THE CHAIR OF THE CORPORATE PERFORMANCE PANEL OF A KEY DECISION TO BE MADE BY THE CABINET NOT PREVIOUSLY INCLUDED ON THE PUBLISHED FORWARD PLAN

Under Regulation 9 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, local authorities are required to publish a Forward Plan of key decisions to be made by the Executive at least 28 clear days before the date of the meeting at which the decision is to be taken.

In the event that the publication of the intention to make a key decision at least 28 days before the meeting is impracticable, the local authority must inform the Chair of the relevant overview and scrutiny committee (Corporate Performance Panel) of "*the matter about which the decision is to be made*", in accordance with Regulation 10 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

The following notice is hereby provided:

Matter about which the decision is to be made
Cabinet may make the following key decision at its meeting on 17th November 2026 Recommendation to Full Council: The following discounts and premiums are continued for 2027/2028: Class A: Second Homes Discount for 2027/2028: • No reduction, i.e. a 0% discount; Class B Second Homes Discount for 2027/2028: • No reduction i.e. a 0% discount, plus • An additional premium of 100% Class C Empty / Unfurnished Discount 2027/2028: • 0% for both the initial and follow on periods Long-term empty property premiums (levy) for 2027/2028: • 100% for properties empty between one and five years, • 200% for properties empty longer than five years, and • 300% for properties empty longer than 10 years. Class D Uninhabitable Properties for 2027/2028: • 25% for 12 months starting on the day the property becomes uninhabitable; then: • 0% once the 12-month period has expired; **Reason for Decision:** The decision to vary the levels of discounts and to charge an additional premium or levy for empty properties is at the discretion of the Council. The decision must be ratified each year by full Council. This report ensures the decision on the levels of discounts, levies, premiums for empty properties, uninhabitable properties and second homes is made for 2027/2028.

Reasons why compliance with Regulation 9 was impracticable
The Council's constitution defines a key decision as follows: *an executive decision which is likely –* *(a) to result in the local authority incurring expenditure which is, or the making of savings which are, significant having regard to the Council's budget for the service or function to which the decision relates; or* *(b) to be significant in terms of its effect on communities living or working in the area comprising two or more wards and electoral divisions in the Council's areas where significant under a) above is £500,000 or more and significant under b) above is one third of the resident population in a ward.* This decision was not included on the Forward Decisions List 28 days in advance because the proposals contained within the report were subject to ongoing review. The decision needs to be considered by Full Council in December to align with the Council's budget-setting timetable and to enable any approved recommendations to be incorporated into the budget preparation process. Delaying consideration beyond this date would have had implications for the timely development of the Council's budget and financial planning arrangements.

This notice is to be published 5 clear days before the identified key decision may be taken by Cabinet on 17th November 2026



Name Kate Blakemore, Chief Executive

Date: 4th November 2026

REPORT TO CABINET

Borough Council of
King's Lynn &
West Norfolk

DATE OF MEETING	17 November 2026
REPORT TITLE	Councillor Community Project Fund 2026/27: Award of Grants
LEAD MEMBER	Cllr Chris Morley – Finance Portfolio Holder
LEAD OFFICER	Michelle Drewery – Deputy Chief Executive and Section 151 Officer
CONSULTEES	Councillor Community Grants and Budget Setting Task Group
WARDS AFFECTED	All

KEY DECISION	NO
DECISION MAKER	Cabinet
IS THE REPORT OPEN OR EXEMPT	OPEN

FINANCIAL IMPLICATIONS	YES
HR IMPLICATIONS	NO
POLICY IMPLICATIONS	NO
STATUTORY IMPLICATIONS	NO
RISK MANAGEMENT IMPLICATIONS	YES
ENVIRONMENTAL IMPLICATIONS	YES
EQUALITY IMPACT ASSESSMENT COMPLETED	YES

SUMMARY OF REPORT

This report presents the recommendations of the Councillor Community Grants and Budget Setting Task Group following its assessment of applications to the 2026/27 Councillor Community Project Fund. Appendix A lists applications recommended for approval, totalling £412,676 towards projects with a stated total value of £1,111,865. Appendix B lists applications not recommended for funding.

RECOMMENDATIONS

Cabinet resolves to:

1) approve the grant awards set out in Appendix A, subject to the conditions and assurance requirements identified;
2) note the applications set out in Appendix B that are not recommended for funding;
3) delegate authority to the Assistant Director Finance, in consultation with the Portfolio Holder for Finance, to finalise grant conditions and make any minor adjustments necessary to ensure that awards remain within the approved £500,000 budget; and
4) require that no grant payment is released until all relevant eligibility, due diligence and assurance requirements have been satisfactorily completed.

REASON FOR DECISION

To enable Cabinet to determine which bids should be approved under the 2026/2027 Councillor Community Project Fund scheme.

CORPORATE STRATEGY **How does this proposal support our Corporate Priorities** Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk	
Promote growth and prosperity to benefit West Norfolk	
Protect our Environment	
Efficient and effective delivery of our services	
Support our communities	The Community Projects Fund supports the Council's Corporate Priorities by investing in projects that strengthen communities, improve local facilities, enhance health and wellbeing, promote community resilience, support rural areas and deliver long-term social value.

REPORT DETAIL

1. Introduction

1.1 The Community Project Fund is designed to support councillors in delivering community-led projects that improve local facilities, enhance wellbeing and strengthen community resilience across the Borough. Projects should demonstrate a clear and measurable community benefit.

1.2 The Task Group Terms of Reference provide that the Group will:

- Receive applications from Borough Councillors on behalf of eligible applicants.
- Assess the applications against the agreed criteria.
- Make recommendations to Cabinet in relation to the awarding of grants from the Community Project Fund.

1.3 The Task Group considered 48 applications requesting total grant funding of £651,833 towards projects with a stated total value of £1,862,983. Following evaluation, the Task Group recommends applications totalling £412,676 for approval. These applications relate to projects with a stated total value of £1,111,865. The Task Group is advisory and has no delegated decision-making powers; the final decisions will be made by Cabinet on 17 November 2026.

2. Background

2.1 The published guidance for the Community Project Fund set out the eligibility requirements and parameters for the scheme. The key requirements are summarised below:

- The fund will support projects that can demonstrate a clear public benefit and address an identifiable community need.
- Projects must be completed by 31 March 2028.
- Examples of projects that may be supported include, but are not limited to:
  - improvements to community buildings, play areas or sports facilities;
  - projects enhancing local green spaces or environmental sustainability;
  - activities promoting health, wellbeing or social inclusion;
  - community safety initiatives; and
  - digital or infrastructure improvements where there is a direct community benefit.

2.2 A key feature of the scheme is providing councillors with the opportunity to support projects within their wards. All applications require councillor endorsement. Applications may seek:

- Revenue funding of up to £5,000
- Capital funding of up to £25,000.

2.3 A summary of the evaluation criteria used is shown in the following table.

Criterion	Points	What good looks like
Community Need & Evidence	15	Clear local need supported by evidence, consultation, demand data or community support.
Community Benefit & Impact	15	Meaningful, measurable benefits for local people, with good reach and impact.
Value for Money	15	Strong outcomes for the funding requested, including matched funding or in-kind support where available.
Deliverability & Readiness	15	Realistic plan, clear timetable, manageable risks and capacity to deliver by 31 March 2028.
Rural Balance & Fair Distribution	10	Fair geographic distribution, particularly supporting rural or underserved communities.
Eligibility & Financial Position	10	Meets fund rules and demonstrates an appropriate financial position and genuine need for grant support.

Sustainability & Longer-Term Benefit	20	Lasting outcomes, a strong legacy or self-sustaining community benefit beyond the funding period.
TOTAL	100	

3. Proposal

3.1 Cabinet is asked to consider the Task Group evaluation of the applications, together with the individual application summaries and the scoring and ranking set out in appendices to this report.

3.2 The applications were initially assessed by officers against the published eligibility requirements and scoring criteria to provide a consistent evidence-based assessment. The Councillor Community Grants and Budget Setting Task Group subsequently considered the officer evaluations alongside the application information and any further information available to the Task Group. The Task Group was able to exercise its judgement in forming its recommendations to Cabinet and, in a number of cases, its recommendation differed from the initial officer proposal. Cabinet is therefore asked to determine the applications having regard to both the evaluation information and the Task Group's recommendations. This reflects the Task Group's advisory role, with the final decision resting with Cabinet.

3.3 The applications where the Task Group's recommendation differed from the initial officer proposal are summarised below:

Ref	Applicant/Project	Amount Requested	Amount Proposed	Reason for Change
008	Clenchwarton Memorial Hall – air conditioning installation	£8,519	£8,519	Recommendation was to reject but the Task Group supported the project taking into account the wider benefits of other improvements to the facilities that would make this installation more efficient.
009	Dersingham Parish Council – replacement of street lighting columns	£14,105	£0	Recommendation was to approve. However, the project was rejected by the Task Group because it was felt to be a parish council responsibility.
030	Pandora – laptop and	£20,000	£15,000	Amount requested was a mix of capital and revenue spend. The revenue

	outreach provision			exceeded the permitted amount of £5,000. Amount amended accordingly.
035	Sandringham Bowls Club – Restore and maintain playing surface of bowling green	£22,000 for project cost of £21,244	£21,244	Applicant rounded figures up. Can only claim for maximum project cost. Amount amended accordingly.
037	St Margarets with St Nicholas – William Street Car Park resurfacing	£25,000	£25,000	Recommendation was to reject. However, the Task Group supported the wider benefits that the project would bring including the health and safety improvements to the locality.
043	Tilney St Lawrence – Community Winter Warm Hub Space	£6,692 for project cost of £3,762	£3,762	Requested 2 years funding. Criteria is for one year only. Requested amount amended accordingly.
045	St Margarets Church King's Lynn – Walsingham Way Pilgrim Guide	£3,069	£3,069	The application scored below the indicative approval threshold of 50 points. However, the Task Group considered that the wider benefits and value for money justified recommending the application for approval.

3.4 The Task Group's recommendations reflect its consideration of the applications as a whole and are not determined solely by the numerical evaluation score. Where the Task Group amended the officer proposal, the rationale is recorded above to provide a clear audit trail for Cabinet. The final recommendations are set out in Appendices A and B.

4. Options Considered

4.1 Option 1: Approve the Task Group's recommendations

Cabinet may approve the applications recommended for funding, subject to the total awards remaining within the approved £500,000 budget and the satisfactory completion of any specified due diligence or assurance requirements.

4.2 Option 2: Approve the Task Group's recommendations with amendments

Cabinet may approve the Task Group's recommendations subject to amendments, including adding or removing applications, varying the amount awarded to individual applicants or applying additional conditions to an award. Any amended allocation must remain within the approved budget of £500,000, and Cabinet should record the reasons for departing from the Task Group's recommendations.

4.3 Option 3: Refer applications back for further consideration

Cabinet may defer a decision on some or all applications and request that the Task Group or officers undertake further evaluation, seek additional information or provide further assurance before the applications are reconsidered.

5. Financial Implications

5.1 Full Council, at its meeting on 26 February 2026, approved the establishment of a Councillor Community Projects Fund of £500,000 within the 2026/27 budget.

5.2 A total of 48 applications were received, requesting grant funding of £651,833 towards projects with a stated total value of £1,862,983. The total funding requested therefore exceeds the available budget by £151,833.

5.3 Appendix A sets out the applications recommended for approval by the Task Group, with recommended funding totalling £412,676 towards projects with a stated total value of £1,111,865. Appendix B sets out those applications not recommended for funding.

5.4 If Cabinet approves the Task Group's recommendations in full, £87,324 of the £500,000 fund would remain unallocated. Cabinet may amend the recommendations provided that the total value of awards does not exceed the approved budget.

5.5 Any award approved by Cabinet will remain subject to the applicant satisfying the requirements of the scheme and providing any outstanding documentation, evidence, clarification or assurance requested by the Council. No payment will be released until the relevant requirements have been satisfactorily completed. This is consistent with the proposed approach to conditional awards and due diligence set out elsewhere in the report.

5.6 Where an applicant does not satisfactorily meet these requirements, the funding will not be released and will remain within the Community Project Fund. Any funding that remains unallocated following Cabinet's decision, together with any funding subsequently released in this way, will remain within the Fund. Any further use or allocation of these funds will be subject to a further decision in accordance with the Council's appropriate decision-making arrangements.

5.7 Successful applicants will be issued with a formal grant offer setting out the approved purpose, amount awarded, payment arrangements, delivery and

monitoring requirements and the circumstances in which funding may be withheld or recovered. Expenditure will be monitored against the approved Fund and in accordance with the conditions of award.

6. HR Implications

6.1 None.

7. Policy Implications

7.1 None

8. Climate Change and Environmental Implications and considerations

8.1 The fund itself does not give rise to a single direct environmental impact. Environmental effects will depend upon the nature of the individual projects supported. Some applications may deliver positive environmental outcomes, including improvements to green spaces, energy efficiency or local sustainability.

8.2 Applicants will remain responsible for securing all necessary planning permissions, environmental consents, licences and other regulatory approvals. Where relevant, environmental risks and benefits will be considered as part of the assessment and conditions of award.

9. Statutory and Legal Implications

9.1 None

10. Local Government Reorganisation Implications

10.1 None

11. Health and Safety Implications

11.1 None

12. Consultees

12.1 The establishment of the fund was approved as part of the Council's consideration of its 2026/27 budget. The scheme was subsequently promoted through Borough Councillors and published information.

12.2 Evidence of local engagement, consultation, demand or community support has been considered within the Community Need and Evidence criterion. The nature and extent of that evidence varies between applications and is reflected in the individual evaluation scores and application summaries.

13. Equality Impact Assessment

13.1 The fund is intended to support projects that deliver benefits for local communities, including projects promoting health, wellbeing, accessibility and social inclusion. Individual applications have been considered against the published criteria, including the nature and reach of the proposed community benefit.

13.2 Applicants are responsible for ensuring that funded activities and facilities comply with relevant equality and accessibility requirements. Where appropriate, specific equality or accessibility matters may be addressed through conditions attached to an award.

13.3 Information about the scheme was published on the Council's website and promoted through Borough Councillors within their wards. Support was available where assistance was required with the administration of an application.

14. Risk Management Implications

14.1 Applications have been evaluated by officers against the published eligibility requirements and evaluation criteria. The principal risks associated with the scheme are that a project is not delivered as proposed, costs increase, match funding is not secured, required permissions or legal interests are not in place, expenditure is not eligible, or the intended community benefits are not achieved.

14.2 Where an application is recommended subject to further clarification or assurance, this will be identified as a condition of the award. No payment will be made until the relevant requirements have been satisfied to the Council's satisfaction.

14.3 Each successful applicant will be required to enter into a grant agreement or accept a formal grant offer setting out the approved purpose, the amount awarded, the period for delivery, monitoring and evidence requirements, and the circumstances in which funding may be withheld or recovered. This will include provisions relating to unspent grant, expenditure outside the approved purpose, failure to complete the project and failure to comply with the terms of the award.

14.4 Applicants will remain responsible for securing all necessary permissions, consents, licences, funding and legal agreements required to deliver their projects. Approval of grant funding by the Council will not constitute approval under any separate regulatory or statutory process.

14.5 Appropriate due diligence and proportionate monitoring will be undertaken, having regard to the value, nature and risk of each award.

15. Conclusion

15.1 The fund has attracted significant interest, with 48 applications seeking £651,833 against an available budget of £500,000. The applications have been evaluated against the published criteria to support a consistent and evidence-based prioritisation process.

15.2 Cabinet is invited to consider the Task Group's recommendations and determine which applications should be approved. In doing so, Cabinet should have regard to the evaluation scores, the eligibility and deliverability of individual projects, any outstanding conditions or assurance requirements, the overall distribution of awards and the requirement to remain within the approved budget.

LIST OF APPENDICES
• Appendix A – Bids recommended for approval • Appendix B – Bids recommended for Rejection • Appendix C – Summary of Bid Supporting Information • Appendix D – Applicant Submission Guidance

LIST OF BACKGROUND PAPERS
• The Budget, Financial Strategy and Council Tax Resolution – Council 26 February 2026 • Community Project Fund and Budget Setting Task group

PRE SCREENING EQUALITY IMPACT ASSESSMENT

For equalities profile information please visit Norfolk Insight - Demographics and Statistics - Data Observatory				
Name of policy/service/function	Councillor Community Project Fund 2026/2027			
Is this a new or existing policy/ service/function? *(tick as appropriate)*	New	✓	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.**	The fund is intended to support projects that deliver benefits for local communities, including projects promoting health, wellbeing, accessibility and social inclusion.			



Who has been consulted as part of the development of the policy/service/function? – new only *(identify stakeholders consulted with)*	Applicants are responsible for ensuring that funded activities and facilities comply with relevant equality and accessibility requirements. Where appropriate, specific equality or accessibility matters may be addressed through conditions attached to an award.

Question	**Answer**				
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? **Please tick the relevant box for each group.** **NB. Equality neutral means no negative impact on any group.** ***If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.*** ****For more information on health inequalities please visit The King's Fund***		Positive	Negative	Neutral	Unsure
	Age			✓	
	Disability			✓	
	Sex			✓	
	Gender Re-assignment			✓	
	Marriage/civil partnership			✓	
	Pregnancy & maternity			✓	
	Race			✓	
	Religion or belief			✓	
	Sexual orientation			✓	
	Armed forces community			✓	
	Care leavers			✓	
	Health inequalities*			✓	
	Other (eg low income, caring responsibilities)			✓	

Please provide a brief explanation of the answers above:
Individual applications have been considered against the published criteria, including the nature and reach of the proposed community benefit.

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?	~~Yes /~~ No	The scheme was widely publicised, with a long window for bid submission from 31 July 2026 to 2 October 2026.



3. Could this policy/service be perceived as impacting on communities differently?	~~Yes /~~ No	This grant fund is offered in addition to existing services and funding schemes and therefore broadens access to funding.	
If 'yes' to questions 2 - 3 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary: **Decision agreed by EWG member: ……..**			
4. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?	Yes / No	**Actions:**	
If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section		**Actions agreed by EWG member: ……**	
5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	Yes / No	**Please provide brief summary:**	
Assessment completed by: Name	**Carl Holland**		
Job title	**Assistant Director Finance**		
Date completed	**22 October 2026**		
Reviewed by EWG member	Louise Gayton	**Date**	27/10/2026
✓ Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy (corporate.policy@west-norfolk.gov.uk)			

Appendix A - Recommended for Approval (ranked High to Low)

					SCORING CRITERIA										
Ref	**Organisation**	**Project Name — Brief Description of Project**	**Project Cost**	**Amount Requested**	**Community Need & Evidence**	**Community Benefit & Impact**	**Value for Money**	**Deliverability & Readiness**	**Rural Balance & Fair Distribution**	**Eligibility & Financial Position**	**Sustainability & Longer Term Benefit**	**TOTAL Points**	**Task Group Proposal**	**Revenue/ Capital**	**Councillor Supporting**
			£	£	*(max 15 points)*	*(max 15 points)*	*(max 15 points)*	*(max 15 points)*	*(max 10 points)*	*(max 10 points)*	*(max 20 points)*				
002	Barroway Drove Village Hall	Barroway Drove Village Hall Toilet Refurbishment and Accessibility Improvement — Refurbishment of Toilets	£30,000	£25,000	15	12	11	14	10	8	17	**87**	**Approve**	Capital	Vivienne Spikings
013	Downham Market Sports Federation	Transforming Downham Market Sports Federation into a Community Hub — Extensive refurbishment to Downham Market Pavilion	£33,342	£25,000	14	12	13	14	8	8	18	**87**	**Approve**	Capital	Andy Bullen
018	Harpley Village Hall	Harpley Village Hall Cinema - Community Audio Visual Equipment — Purchase & installation of audio visual equipment, in order to provide community cinema (application above)	£6,000	£6,000	14	12	12	14	10	7	18	**87**	**Approve**	Capital	Alistair Beales
042	Downham Sports Pavilion	Completion of Sports Pavilion — Completion of building and renovation works	£515,000	£25,000	12	11	15	15	8	8	18	**87**	**Approve**	Capital	Tom de Winton
016	Great Massingham Car Scheme	Great Massingham Area Community Car Scheme — Ongoing running costs of car scheme	£13,611	£5,000	14	12	15	13	10	7	15	**86**	**Approve**	Revenue	Chris Morley
033	Purfleet Trust	South Lynn Community Centre — Development of South Lynn Community Centre into an accessible community hub, including housing the Purfleet Pantry	£24,700	£24,700	15	12	13	14	4	8	18	**84**	**Approve**	Capital	Jo Rust
017	Harpley Village Hall	Harpley Village Hall Cinema - First year Community Film Programme — Establish a Community Cinema and permanent audio visual facility	£1,200	£1,200	14	12	12	14	10	5	15	**82**	**Approve**	Revenue	Alistair Beales
003	Boughton Parish Council	Boughton Pond Restoration Project — Various works to the pond	£8,176	£6,000	12	8	12	14	9	9	16	**80**	**Approve**	Capital	Sue Lintern
005	Castle Acre Village Hall	Raise the Roof — Repairs to roof	£37,875	£8,150	10	10	12	12	10	8	18	**80**	**Approve**	Capital	Alistair Beales

026	North Wootton Village Hall	North Wootton Village Hall - Air conditioning & Solar panels — Installation of air conditioning & solar panels	£27,058	£24,357	10	12	11	10	8	9	20	**80**	**Approve**	Capital	Richard Coates
039	Stoke Ferry	Stoke Ferry Common - Preserving a Community Asset — Purchase of common in Stoke Ferry	£24,100	£19,000	12	10	11	8	9	10	18	**78**	**Approve**	Capital	Sue Lintern
034	Rudhams & District Village Hall	Refurbishment of Toilets — Refurbishment of Toilets	£14,520	£14,520	12	11	8	11	10	7	18	**77**	**Approve**	Capital	Chris Morley
022	King's Lynn Creative Studios	Creative Foundations - Inclusive Creativity & Connection for King's Lynn — Delivery and equip inclusive creative & music provision for Kings Lynn	£29,164	£21,304	10	12	12	14	5	9	14	**76**	**Approve**	Capital	Deborah Henegan
036	Terrington St Clement Church	Corner Room at the back of the Church — To build a new structure in the narthex of the church	£30,000	£10,500	7	8	12	12	8	8	18	**73**	**Approve**	Capital	Paul Kunes
043	Tilney St Lawrence Village Hall & Community Hub	Community Winter Warm Hub — Winter warm space	£3,762	£3,762	10	13	10	10	10	8	11	**72**	**Approve**	Capital	Barry Ayres
020	Hunstanton Sailing Club	Watersports Portable Cabin — Removal and replacement of watersports portable cabin	£16,664	£13,184	11	12	11	8	6	6	17	**71**	**Approve**	Capital	Angie Dickinson
019	Howdale Pax	Howdale Pax Heating & Electrics — Electrical works & replacement of outdated heating equipment	£17,734	£15,415	10	12	12	7	6	8	15	**70**	**Approve**	Capital	Josie Ratcliffe
011	Downham Market & District Food Bank	Downham Market & District Food Bank — General running costs	£56,907	£5,000	11	11	8	11	8	10	10	**69**	**Approve**	Revenue	Joshua Osborne and Josie Ratcliffe
023	King's Lynn Town Band	Building Improvements — Refurbishment of outbuilding	£5,256	£2,756	6	8	12	15	5	7	15	**68**	**Approve**	Revenue	Paul Bland
035	Sandringham Bowls Club	Sandringham Bowls Club Improvements — Restore and maintain playing surface of the bowling green	£21,244	£21,244	7	11	7	12	9	8	14	**68**	**Approve**	Capital	Anthony Bubb

046	Wereham Village Hall	Wereham Village Hall Sustainability Projects — a) Installation of solar panels b) Installation of retractable awnings c) Installation of steel entrance canopy	£47,205	£25,000	7	11	8	7	8	6	20	67	Approve	Capital	Sue Lintern
025	Little Miracles Charity	Inclusive Play Together — Delivery of Inclusive Play Together Initiative	£3,870	£3,034	7	11	10	15	5	8	10	66	Approve	Revenue	Simon Ring
007	MAP	Chill Spot — Provision of youth group services	£23,712	£3,712	8	12	12	14	4	5	10	65	Approve	Revenue	Jo Rust
029	Outwell Parish Council	Pen Sluice Project — Making a feature of the area, including the lock and its mechanisms	£30,000	£20,800	2	11	10	11	8	4	18	64	Approve	Capital	Chris Crofts
032	PLUS at Edward de Moundeford	Plus at Edward de Moundeford — Pre loved school uniform shop	£5,000	£5,000	8	11	7	8	9	10	10	63	Approve	Revenue	Martin Storey
008	Clenchwarton Memorial Hall	Clenchwarton Memorial Air Conditioning — Air Conditioning	£8,519	£8,519	11	9	7	9	9	7	10	62	Approve	Capital	Steve Bearshaw
048	YMCA Norfolk	Unlocking Potential, Building Belonging — Support for young people aged 18 to 25 living in Woolstencroft Avenue, Kings Lynn	£5,000	£5,000	12	8	11	14	5	4	8	62	Approve	Revenue	Austen Moore
038	Stanhoe Parish Council	Dredging & Desilting of village ponds — Dredging, desilting and rewilding of village ponds	£6,000	£6,000	9	8	8	10	10	3	12	60	Approve	Capital	Alistair Beales
006	Castle Acre Bowls Club	Weatherproof Benches — Two new weather proof benches for the green	£1,236	£1,000	4	7	8	14	8	4	12	57	Approve	Revenue	Alistair Beales
030	Pandora Project	Pandora West Norfolk — New laptops for staff	£20,000	£15,000	11	11	7	7	7	4	10	57	Approve	Capital	Deborah Henegan
044	Walpole Parish Foundation Recreation Trust	Walpole Community Centre Cladding Repairs — Replacement of external cladding at the community centre	£9,450	£9,450	7	7	5	13	8	5	11	56	Approve	Capital	Julian Kirk
031	Pelicans Hockey Club	Local School Engagement with hockey and offering activities for more children — Joint initiative with Pelicans and local schools	£6,000	£5,000	8	8	8	7	5	7	10	53	Approve	Revenue	Simon Ring

045	St Margarets Church King's Lynn	Walsingham Way Pilgrim Guide — Walsingham Way Pilgrim Guide	£4,560	£3,069	11	7	4	8	7	4	8	**49**	**Approve**	Revenue	Deborah Henegan
037	St Margarets with St Nicholas	William Street Car Park Resurfacing — Car Park Resurfacing	£25,000	£25,000	8	8	8	3	3	4	11	**45**	**Approve**	Capital	Francis Bone & Deborah Henegan
			£1,111,865	**£412,676**											

Appendix B - Recommended to Reject (Ranked High to Low)

					SCORING CRITERIA										
Ref	**Organisation**	**Project Name — Brief Description of Project**	**Project Cost**	**Amount Requested**	**Community Need & Evidence**	**Community Benefit & Impact**	**Value for Money**	**Deliverability & Readiness**	**Rural Balance & Fair Distribution**	**Eligibility & Financial Position**	**Sustainability & Longer Term Benefit**	**TOTAL Points**	**Task Group Proposal**	**Revenue/ Capital**	**Councillor Supporting**
			£	£	*(max 15 points)*	*(max 15 points)*	*(max 15 points)*	*(max 15 points)*	*(max 10 points)*	*(max 10 points)*	*(max 20 points)*				
047	Wretton Parish Council	Wretton Village Play Area — Replacement of play equipment	£97,388	£25,000	14	12	10	5	10	4	13	**68**	**Reject**	Capital	Sue Lintern
027	North Wootton Parish Council	North Wootton Winter Wellbeing & 10th Anniversary Christmas Fair — Warm Space Winter craft workshops	£6,016	£3,516	12	12	10	13	6	4	10	**67**	**Reject**	Revenue	Simon Ring
040	SWAN	Provision of Family Support Service — Ongoing provision of Family Support service - focuses on the entire family, and not just the young people	£60,000	£5,000	12	12	11	12	8	0	10	**65**	**Reject**	Revenue	Joshua Osborne
009	Dersingham Parish Council	Street Light Safety — Replacement of street lighting columns belonging to the parish council	£28,210	£14,105	12	8	9	12	8	4	11	**64**	**Reject**	Capital	Anthony Bubb
041	Ten Mile Bank	Ten Mile Bank Playing Field — Purchase of school playing field	£25,000	£25,000	7	12	10	3	9	5	18	**64**	**Reject**	Capital	Martin Storey
012	Downham Market Town Council	New Skate Park — New skate park at Jubilee Community Centre	£300,000	£15,000	8	11	8	4	5	0	17	**53**	**Reject**	Capital	Joshua Osborn
010	Discover King's Lynn	Digital Screens for King's Lynn — Installation of three, freestanding LED digital screens	£15,000	£15,000	7	8	6	7	3	4	13	**48**	**Reject**	Capital	Deborah Henegan
014	Fen Zen CIC	Fen Zen Community Resilience Hub / Base - Development & Planning Project — Professional feasibility, design, consultation and planning work for a Low Impact Community Resilience base	£17,000	£15,000	11	7	4	4	9	6	6	**47**	**Reject**	Capital	Peter Hodson
024	King's Lynn Town Football Club	Keeping the Lights on After Matchdays — Installation of solar panels	£79,611	£25,000	4	7	12	4	3	7	10	**47**	**Reject**	Capital	Joshua Lowe

					SCORING CRITERIA										
Ref	**Organisation**	**Project Name — Brief Description of Project**	**Project Cost**	**Amount Requested**	**Community Need & Evidence**	**Community Benefit & Impact**	**Value for Money**	**Deliverability & Readiness**	**Rural Balance & Fair Distribution**	**Eligibility & Financial Position**	**Sustainability & Longer Term Benefit**	**TOTAL Points**	**Task Group Proposal**	**Revenue/ Capital**	**Councillor Supporting**
			£	**£**	***(max 15 points)***	***(max 15 points)***	***(max 15 points)***	***(max 15 points)***	***(max 10 points)***	***(max 10 points)***	***(max 20 points)***				
021	King's Lynn Civic Society	Tree planting and benches on King's Lynn High Street — Planting of trees and placement of benches on part of High Street, King's Lynn	£53,000	£25,000	7	9	8	1	3	2	11	**41**	**Reject**	Capital	Deborah Henegan
001	Adapted Sports Hub	The Adapted Sports Hub Trust — Provision of specialist services for less abled children and adults This application is for prelim fees and associated costs	£25,121	£25,000	7	8	4	3	6	6	6	**40**	**Reject**	Capital	Simon Ring
028	Northwold Parish Council	Funding for Sports Equipment — Purchase of 2 basketball hoops	£350	£350	3	7	4	8	7	0	11	**40**	**Reject**	Revenue	Stephen Lawrence
004	Burnham Market Community Gym	Burnham Market Community Gym — Not for profit gym for Burnham Market and neighbouring villages	£30,000	£30,000	4	7	5	3	9	0	6	**34**	**Reject**	Capital £25k Revenue £5k	Sam Sandell
015	Litcham Social Club	Solar Electricity Generation — Delivery of solar generated electricity	£17,500	£7,500	1	2	5	5	8	1	6	**28**	**Reject**	Capital	Alistair Beales
			£754,196	**£230,471**											

1. Adapted Sports Hub Trust

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Simon Ring	**Ward / area**	Borough-wide
Project cost	£25,121	**Amount requested**	£25,000
People benefiting	2,000+	**Match funding**	Yes

Project description: pre-build planning, surveys, design, compliance and professional work for a fully accessible sports hub at Lynnsport. The requested funding covers the pre-construction stage, including design, surveys, planning, compliance and professional input, rather than the physical build itself.

Local need: No fully accessible gym or inclusive sports hub currently serves the borough. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Demand evidenced through adapted cycling activity and consultation with disabled people and partner groups. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Disabled children and adults, carers, families and partner organisations gain inclusive sporting opportunities. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Establishes the planning foundation for a long-term inclusive sports and community facility. It would move the scheme from concept towards a deliverable capital project and create the basis for future construction funding. The longer-term intention is to widen access to sport, wellbeing and social activity for disabled people and their families.
Measures of success: Planning milestones, stakeholder engagement, approvals and progression towards construction. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Unlocks a major shared community asset and leverages volunteer and in-kind support. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Borough-wide reach, including rural residents who face access barriers. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Targets an underserved group across the borough. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

2. Barroway Drove Village Hall Toilet Refurbishment

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Vivienne Spikings	**Ward / area**	Upwell & Delph
Project cost	£30,000 requested (above the £25,000 stated maximum award)	**Amount requested**	£25,000
People benefiting	475 weekly users	**Match funding**	Yes

Project description: Refurbishment of ladies, accessible and baby-changing facilities, including improved separate access. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Facilities dating from 1982 have recurring plumbing, maintenance and accessibility issues. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Surveys, petitions and community feedback support the improvements. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Improves dignity, privacy and access for disabled users, parents, carers, older people and hall users. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Provides reliable, modern and accessible facilities and reduces maintenance problems. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: User satisfaction, accessibility and reduced maintenance issues. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Addresses several building and access issues within one project. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Supports a well-used rural village facility. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Benefits a broad range of community groups. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

3. Boughton Pond Restoration Project

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Sue Lintern	**Ward / area**	Wissey
Project cost	£8,176	**Amount requested**	£6,000
People benefiting	2,764	**Match funding**	Yes

Project description: Bank remodelling, planting, landscaping and habitat restoration following drought impacts. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: A central village landmark and wildlife habitat has dried and deteriorated. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Public meetings, consultation and ecological assessment support intervention. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Benefits residents, visitors, wildlife and local biodiversity. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Creates a more resilient pond environment and reduces future drought impacts. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Water levels, habitat recovery, planting success and resident feedback. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Protects a valued heritage and environmental asset with volunteer input. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Supports a small rural village with limited alternatives. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Provides village-wide and ecological benefit. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

4. Burnham Market Community Gym

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Sam Sandell	**Ward / area**	Burnham Market
Project cost	£25,000 Capital £5,000 Revenue	**Amount requested**	£25,000 Capital £5,000 Revenue
People benefiting	550	**Match funding**	No

Project description: Creation of a not-for-profit gym in the former cricket pavilion, including equipment and start-up costs. The proposal combines capital equipment with start-up revenue support so that the gym can begin operating as a not-for-profit local facility.

Local need: Limited local fitness provision, transport barriers, rural isolation and health inequalities. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Application cites ageing population, wellbeing need and exercise referral demand. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Older residents, young people, sports clubs, working-age adults and isolated residents. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Improves physical and mental wellbeing and creates a local social hub. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Membership, referrals, partnerships and participant feedback. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Reduces travel and provides local health and community benefits. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Strong rural benefit where facilities are limited. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Aims to remove cost and travel barriers. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

5. Raise the Roof - Castle Acre Village Hall

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Alistair Beales	**Ward / area**	Castle Acre & Great Massingham
Project cost	£37,875	**Amount requested**	£8,150
People benefiting	1,000	**Match funding**	Yes

Project description: Major roof, timber, insulation, porch and parapet repairs to safeguard the hall. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: The principal village social hub requires significant repairs to remain operational. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** A community survey recorded strong support for maintaining the hall. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Protects a venue used by community groups, events and cultural activities. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Prevents water ingress, improves efficiency and secures the hall for future use. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Completion of repairs and continued community use. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Protects an important historic community building. The grant forms part of a wider funding package involving reserves, fundraising and a further external application. The works protect an existing historic asset and should reduce the risk of more costly deterioration.
Rural balance: Vital facility in a small rural community. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Benefits the ward and neighbouring communities. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

6. Castle Acre Coronation Bowls Club Benches

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Alistair Beales	**Ward / area**	Castle Acre
Project cost	£1,236	**Amount requested**	£1,000
People benefiting	75+	**Match funding**	Yes

Project description: Purchase of two recycled-plastic weatherproof benches overlooking the bowling green. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Members and spectators requested additional accessible seating. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Feedback from users identified demand for seating on another side of the green. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Improves comfort and the spectator experience for members, residents and visiting teams. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Encourages interaction and participation at the club. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Use of benches and potential membership growth. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Durable recycled material with low maintenance requirements. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Supports a volunteer-led rural club. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Low-cost improvement to a shared sporting facility. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

7. Chill Spot Youth Provision

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Jo Rust	**Ward / area**	Gaywood Clock
Project cost	£23,712	**Amount requested**	£3,712
People benefiting	40 annually	**Match funding**	Yes

Project description: Free youth club activities, trips, arts, games and wellbeing support at Gaywood Community Centre. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Young people face deprivation, poor mental health, isolation and limited youth provision. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Local service evidence identifies demand for safe and structured activities. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Young people aged 11-16 gain relationships, confidence, aspirations and access to support. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Reduces isolation and improves wellbeing and engagement. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Attendance, surveys, case studies and outcome monitoring. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Uses existing funded staffing, with grant focused on activities. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Primarily addresses urban deprivation. This is primarily an urban deprivation project rather than a rural-access proposal. Its balance case rests on targeting young people who face social and economic barriers within Gaywood.	**Fair distribution:** Targets young people who may otherwise be excluded. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

8. Clenchwarton Memorial Hall Air Conditioning

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Steven Bearshaw	**Ward / area**	Clenchwarton
Project cost	£8,519	**Amount requested**	£8,519
People benefiting	100+	**Match funding**	Potential contribution discussed but not quantified

Project description: Installation of combined air-conditioning and heating units in the memorial hall. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Extreme temperatures affect preschool, classes and wider hall use. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** User groups have reported uncomfortable conditions in hot weather. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Benefits preschool children, classes, groups and event users. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Creates a comfortable, usable venue throughout the year. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: User feedback, attendance and energy performance. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Provides cooling and heating and complements solar infrastructure. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Supports a rural village hall. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Benefits multiple groups and age ranges. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

9. Dersingham Street Light Safety

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Tony Bubb	**Ward / area**	Dersingham
Project cost	£28,210	**Amount requested**	£14,105
People benefiting	4,600	**Match funding**	Yes

Project description: Replacement of five severely corroded streetlight columns. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Engineering inspections identified structural and public-safety risks. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Condition inspections provide the evidence for replacement. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Residents and visitors benefit from safe, reliable lighting. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Removes risk of structural failure and maintains lighting. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Completion of replacements and removal of identified risk. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Prevents failure and more costly reactive works. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Supports a large rural village. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Public infrastructure benefits the whole community. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

10. Discover King's Lynn Digital Screens

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Deborah Heneghan	**Ward / area**	St Margaret's with St Nicholas
Project cost	£15,000	**Amount requested**	£15,000
People benefiting	6.1m annual footfall estimate	**Match funding**	No

Project description: Three freestanding digital information screens promoting events, businesses, heritage and services. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Visitors may remain in limited parts of the centre and miss wider attractions and businesses. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Footfall analysis and business feedback support better information and wayfinding. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Residents, visitors, businesses and community organisations gain greater visibility. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Improves awareness, dwell time and movement around the town centre. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: App use, business feedback, surveys and QR interactions. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Long-life infrastructure serving a large audience. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Urban project with borough-wide visitor reach. The physical installation is town-centre based, but the information displayed could promote events and services used by residents and visitors from across the borough. The project should therefore be assessed mainly as a public-realm and economic-support proposal rather than a rural facility.	**Fair distribution:** Promotes opportunities across the town centre. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

11. Downham Market & District Foodbank

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Joshua Osborne & Josie Ratcliffe	**Ward / area**	Downham Market and surrounding villages
Project cost	£56,907	**Amount requested**	£5,000
People benefiting	1,200	**Match funding**	Yes

Project description: Emergency food provision with financial inclusion, debt, welfare and advice support. The funding supports continued emergency food provision alongside financial inclusion, debt and welfare support. This combines immediate crisis help with advice intended to improve longer-term household resilience.

Local need: Poverty, food and fuel insecurity and financial hardship are increasing. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** More than 1,200 annual food parcels and growing referrals evidence need. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Supports families, pensioners, low-income households and people in crisis. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Meets immediate need while helping residents towards financial resilience. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Parcels, financial gains, debt outcomes and feedback. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Combines donated food, volunteers and advice outcomes. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Serves Downham and surrounding rural communities. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Targets residents in greatest financial need. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

12. Downham Market Skate Park

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Joshua Osborne	**Ward / area**	Downham Market
Project cost	£300,000	**Amount requested**	£15,000
People benefiting	625	**Match funding**	Yes

Project description: Construction of a new purpose-built skate park at the Jubilee Community Centre. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: The former park was removed after deteriorating beyond repair. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Consultation showed demand from young people and residents. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Supports skateboard, scooter and BMX users, families and young people. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Creates a safe facility for activity, skills and social interaction. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Usage, participation, feedback and engagement. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Substantial Town Council investment already committed. The grant requested is a relatively small part of the overall capital cost, with substantial Town Council investment already committed. If completed, the park would provide a long-life recreational asset with open community access.
Rural balance: Serves a rural market town and wider catchment. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Open recreational asset for local young people. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

13. Downham Market Sports Federation Community Hub

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Andy Bullen	**Ward / area**	North Downham
Project cost	£33,342	**Amount requested**	£25,000
People benefiting	1,200+	**Match funding**	Yes

Project description: Refurbishment of squash courts and creation of a modern community kitchen. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Outdated facilities limit participation and wider community use. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Consultation supports improved sports and catering facilities. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Sports clubs, groups, families, volunteers and resident's benefit. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Enables greater participation, events, community meals and income generation. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Participation, bookings, new users, events and income. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Improves an existing asset rather than constructing a new one. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Serves Downham and surrounding rural communities. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Multiple organisations and users benefit. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

14. Fen Zen Community Resilience Hub

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Peter Hudson	**Ward / area**	Denver
Project cost	£17,000	**Amount requested**	£15,000
People benefiting	250+	**Match funding**	Yes

Project description: Feasibility, planning and professional work for a low-impact community resilience hub. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: Demand for food resilience, practical skills, wellbeing and community connection. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Seven years of activity and growing site use support the proposal. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Children, families, volunteers, isolated residents and community groups. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Provides the foundation for a long-term resilience and support facility. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Completion of studies, consultation and planning submission. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Builds on established activity and volunteer contributions. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Supports rural communities. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Provides shared resilience and wellbeing benefits. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

15. Flitcham Community Centre Solar Project

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Alistair Beales	**Ward / area**	Massingham with Castle Acre
Project cost	£17,500	**Amount requested**	£7,500
People benefiting	250	**Match funding**	Yes

Project description: Installation of solar electricity generation and battery storage. The project would install solar generation and battery storage at the community centre. The purpose is to reduce electricity costs and improve the long-term viability of a facility used for local clubs, events and social activity.

Local need: Electricity is the community centre's largest operating cost. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Community support and fundraising demonstrate local backing. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Supports clubs, events and social activity in a small village. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Reduces running costs and improves long-term sustainability. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Energy generation, savings and continued community use. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Long-term energy savings and potential resilience. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Strong benefit to a small rural community. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Protects a shared village facility. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

16. Great Massingham Area Community Car Scheme

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Chris Morley	**Ward / area**	Great Massingham and surrounding villages
Project cost	£13,611	**Amount requested**	£5,000
People benefiting	200	**Match funding**	Yes

Project description: Volunteer transport enabling access to healthcare, shopping and social activities. The volunteer-led service provides journeys to healthcare, shopping and social activities for residents who cannot readily use other transport. Support is intended to maintain a practical service across Great Massingham and neighbouring villages.

Local need: Public transport is very limited across a dispersed rural area. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Established demand from residents and partner organisations. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Older and isolated residents and people with mobility or financial difficulties. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Reduces isolation and improves access to essential services. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Journeys, users, destinations and feedback. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Leverages volunteer drivers and partner support. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Directly addresses rural transport disadvantage. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Serves several villages and priority residents. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

17. Harpley Village Hall Cinema - Revenue

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Alistair Beales	**Ward / area**	Harpley
Project cost	£1,200	**Amount requested**	£1,200
People benefiting	Up to 1,440 attendances	**Match funding**	In-kind

Project description: First-year film licensing and screening programme for a new community cinema. This revenue request would fund the first year of film licensing and screenings for a new village cinema. It complements the separate capital bid for projection and sound equipment.

Local need: Residents have limited local cultural opportunities and transport options. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Cinema was the most popular request in village consultation. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Residents gain accessible local film and social activity. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Creates regular cultural provision and reduces travel. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Screenings, attendance and participant feedback. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Low revenue request supports regular local activity. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Strong rural access benefit. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Open to the whole village and wider area. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

18. Harpley Village Hall Cinema

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Alistair Beales	**Ward / area**	Harpley
Project cost	£6,000	**Amount requested**	£6,000
People benefiting	Up to 1,440 attendances	**Match funding**	In-kind

Project description: Purchase and installation of projection, sound and audiovisual equipment. This capital request would purchase and install projection, sound and audiovisual equipment. The equipment would support cinema screenings and could also be used for other village hall activities.

Local need: The village lacks local cinema and cultural facilities. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Identified through extensive community consultation. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Creates a lasting cinema resource and supports other hall uses. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Enables regular screenings and wider audiovisual activities. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Use of equipment, screenings and attendance. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Long-life equipment supporting multiple activities. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Strong rural access benefit. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Shared village hall resource. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

19. Howdale Scout and Guide Hut Heating & Electrics

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Josie Ratcliffe	**Ward / area**	Downham Market East
Project cost	£17,734	**Amount requested**	£15,415
People benefiting	170	**Match funding**	Yes

Project description: Electrical upgrades, replacement heating and solar panels at the Scout and Guide Hut. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: The building failed electrical inspections and could not be used safely. Electrical inspection failures prevented safe use of the Scout and Guide Hut. The project is therefore driven by an immediate compliance and safety requirement as well as the need to improve heating and energy performance.	**Community need / evidence:** Safety inspections establish the need. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Supports Scout and Guide groups and secures a youth facility. The expected benefits extend beyond the immediate applicant by supporting wider participation, access, wellbeing or community resilience.	**Difference the project makes:** Restores safe use and reduces energy costs. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Compliance completion, energy savings and resumed use. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Combines safety works and energy improvements. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Serves a market town and rural catchment. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Benefits established youth organisations. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

20. Hunstanton Sailing Club Watersports Cabin

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Angie Dickinson	**Ward / area**	Hunstanton
Project cost	£16,664	**Amount requested**	£13,184
People benefiting	6,000+	**Match funding**	Yes

Project description: Replacement weatherproof portable cabin with power, internet and solar capability. The proposal is intended to turn the identified need into a deliverable activity or lasting community asset, using the grant for the specific works or service described.

Local need: The existing cabin is structurally corroded and nearing end of life. The application therefore presents the project as a response to a current local gap, condition issue or barrier rather than an optional enhancement.	**Community need / evidence:** Condition of the existing facility establishes need. The evidence cited provides a basis for assessing whether the proposal reflects demand from users, residents or partner organisations.
Community benefit: Members, watersports users, instructors and Parkrun users benefit. The cabin would support sailing and watersports activity and is also expected to assist instructors and users connected with promenade activities. This gives the investment a broader recreational and visitor benefit than club membership alone.	**Difference the project makes:** Strengthens recreation, watersports provision and visitor appeal. If delivered, the project would remove or reduce the principal barrier identified in the application and improve the sustainability or reach of the provision.
Measures of success: Participation, facility use, membership and feedback. These indicators should enable progress to be reviewed after funding and provide evidence of both delivery and community impact.	**Value for money:** Club contribution and multi-user benefit. Value is strengthened where the proposal uses existing assets, volunteer input, partner support or match funding to extend the benefit of the grant.
Rural balance: Serves a coastal community and visitors. This should be considered alongside the availability of alternative facilities, transport and services for residents in the relevant catchment.	**Fair distribution:** Supports several activities and user groups. The proposal should be considered in the context of both geographic spread and whether it reaches communities or groups with limited existing provision.

21. King’s Lynn High Street Trees and Benches

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Deborah Heneghan	**Ward / area**	St Margaret’s with St Nicholas
Project cost	£53,000	**Amount requested**	£25,000
People benefiting	200,000 stated	**Match funding**	No

Project description: The Civic Society proposes tree planting with integrated benches outside the former Debenhams building at the lower end of King’s Lynn High Street. An external contractor would carry out the capital works. The scheme is intended to improve the public realm, provide more suitable seating and add shade during hotter weather.

Local need: This part of the High Street is described as neglected and in need of investment. Existing seating is considered unsuitable for older people and residents with mobility needs. The application links the proposal to the King’s Lynn Public Realm Action Plan and the need for a greener, more consistent streetscape.	**Community need / evidence:** King’s Lynn masterplan consultation is cited as showing support for more town-centre greening and a more inviting public realm. Ward councillors also report that residents and businesses regularly raise the need to improve this section of the High Street.
Community benefit: Residents, visitors, shoppers and nearby businesses would benefit from a more comfortable and attractive environment. New seating would improve resting opportunities, while trees would provide shade and support climate resilience. The applicant expects the scheme to encourage people to spend longer in this part of the town centre.	**Difference the project makes:** The project would rejuvenate an underinvested section of the High Street and strengthen pride in the town centre. It may support footfall and local spending while making the area more comfortable during hot weather. The benefit would be long-term if appropriate maintenance arrangements are confirmed.
Measures of success: The Civic Society and ward councillors propose to liaise with local businesses about footfall and dwell time. Photographs, expenditure evidence and an end-of-project report would also be provided.	**Value for money:** The applicant describes this as a modest initial outlay with recurring benefits and limited ongoing maintenance. No match funding is confirmed, although other funding would be explored if the grant is secured. Maintenance responsibility with the Council’s open spaces team still needs to be agreed.
Rural balance: This is a town-centre project rather than a rural intervention. Its borough-wide case is that residents and visitors from rural communities also use King’s Lynn as the principal shopping and service centre.	**Fair distribution:** The application argues that this part of the town has received little recent investment. Benefits would be open to all High Street users rather than restricted to a defined organisation or membership group.

22. Creative Foundations - KL Creatives Studios

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Deborah Heneghan	**Ward / area**	St Margaret's with St Nicholas
Project cost	£29,164	**Amount requested**	£21,304
People benefiting	180	**Match funding**	Yes

Project description: The mixed capital and revenue project would equip and deliver three strands from a step-free creative facility: Create and Play for children and families, a six-week Young Creators programme, and Tony's Music Group for older residents. Funding would support facilitators, materials and refreshments alongside recording, film, podcast, arts, sensory and PA equipment, plus website and branding work. Delivery includes a partnership with the Royal Central School of Speech and Drama.

Local need: King's Lynn is identified as a Culture Priority Place and the applicant says there was previously no comparable fully accessible creative facility locally. Rural transport, low income, disability and neurodivergence can prevent residents from travelling to alternative provision. Existing equipment also limits the standard and range of work participants can produce.	**Community need / evidence:** Evidence includes 53 registered members across the three strands, rapid growth in family participation, referrals from Norfolk and Waveney Mind, partner letters and programme records. The applicant reports 22 children registered for Create and Play, 10 young people for Young Creators and 21 members of Tony's Music Group.
Community benefit: Children, including many with SEND, would gain inclusive creative and sensory activity; young people would gain access to professional facilities, portfolio outputs and specialist input; and older residents would gain regular social contact. Parents, carers, community groups and partner organisations would also benefit from the equipped studios and event space.	**Difference the project makes:** The project would increase both capacity and the quality of local creative provision. Participants could produce recordings, films, podcasts and practical artwork rather than only taking part in short activities. The equipment would also strengthen the organisation's ability to earn income and sustain future community provision.
Measures of success: Attendance, retention, SEND reach, participant and parent feedback, partner feedback, equipment usage and completed creative outputs would be monitored. All assets and expenditure would be recorded, with an end-of-project report bringing together reach and outcomes.	**Value for money:** The grant request is supported by £7,860 of studio space, volunteer facilitation and university-funded placement support. Capital equipment would be used across several programmes and community hires over multiple years. The organisation is new and has modest reserves, but argues that the equipment will increase earned-income capacity.
Rural balance: The facility is central in King's Lynn but serves residents from surrounding villages where comparable provision is limited. Step-free access and a sensory room reduce access barriers, while portable equipment may allow activities to be taken to partner venues.	**Fair distribution:** The project targets groups described as least served by existing cultural provision, including disabled and neurodivergent children, young people facing barriers, isolated older residents and low-income families. Although town-based, its referral network and portable assets give it wider geographic reach.

23. King’s Lynn Town Band Building Improvements

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Paul Bland	**Ward / area**	King’s Lynn and West Norfolk
Project cost	£5,256	**Amount requested**	£2,756
People benefiting	3,000	**Match funding**	Yes

Project description: The Town Band seeks structural and waterproofing works to an outbuilding recently converted into toilets and a kitchen. The building has since been found to be unstable and affected by water deterioration. The works are intended to protect the refurbishment and secure the band room for continued use.

Local need: The band needs safe, watertight premises for rehearsals, tuition, instrument storage and community activity. Without the works, the recent investment in the toilet and kitchen facilities could be lost and the organisation may need more expensive alternative premises.	**Community need / evidence:** The application relies on the band’s long history, regular performances, messages of support and requests from schools and uniformed groups. It provides free tuition and instruments, sustains a junior band and performs for civic occasions and charities across the borough.
Community benefit: Learners, band members, concert audiences, supported charities and civic events would benefit. Free tuition lowers barriers to learning music, while the improved building would support safe storage and reliable delivery of rehearsals and performances.	**Difference the project makes:** The works would make the building stable and watertight, preserving the band’s operational base. This would protect existing facilities and enable the band to continue music tuition, public performances and charitable fundraising.
Measures of success: Immediate success would be completion of the works and confirmation that the building is safe and watertight. Longer-term indicators are continued tuition, rehearsals, performances and use of the premises.	**Value for money:** The band confirms a £2,500 cash contribution and the quote is supported by a cost breakdown. The project protects recent refurbishment and may avoid the higher cost of relocating. The form contains differing cost figures, so the final eligible cost and request should be confirmed.
Rural balance: The premises are in King’s Lynn, but membership, learners, civic activity and performances draw from across West Norfolk. The proposal is therefore borough-wide rather than specifically rural.	**Fair distribution:** Benefits are not confined to one ward because tuition is open and performances support civic and charitable activity across the borough. The application also offers access to music for people who may not otherwise afford lessons or instruments.

24. King’s Lynn Town FC - Keeping the Lights On

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Joshua Lowe	**Ward / area**	Gaywood Chase
Project cost	£79,611	**Amount requested**	£25,000
People benefiting	5,000	**Match funding**	Yes

Project description: The club seeks a contribution towards solar panels as part of a five-year sustainability plan. Reduced energy costs are intended to make it more viable to open the ground outside matchdays for events, social activity and wellbeing provision. The club describes the investment as enabling the stadium to operate as a wider community asset.

Local need: Energy and operating costs are placing pressure on the club’s finances. The application also identifies local mental-health and social-isolation need and wants to use the ground for more regular community activity. The solar scheme is therefore presented as both an environmental measure and an enabler of wider use.	**Community need / evidence:** The application cites the club’s partnership with 8:56, local health information and support material. It identifies a need for places where residents can meet, socialise and access activities beyond traditional football use.
Community benefit: Families, young people, adults, older residents and people experiencing loneliness are expected to benefit from a more regularly open facility. Potential college partnerships could also offer practical skills and intergenerational activity.	**Difference the project makes:** The project would reduce reliance on grid electricity and release resources for facilities and community use. It aims to change the ground from a mainly matchday venue into a year-round place for connection, activity and wellbeing.
Measures of success: The club would track electricity use, costs and solar generation before and after installation. It would also record non-matchday events, visitor numbers, community usage and participant feedback.	**Value for money:** The £25,000 request forms part of a £79,611 project, with £54,611 stated as owner funding. Solar panels are expected to provide long-term savings and environmental benefit. The club’s accounts show a significant deficit, so the panel may wish to consider financial sustainability alongside the confirmed contribution.
Rural balance: The project is physically town-based and the form’s description of the club as rural is not consistent with its King’s Lynn location. Its wider case is that supporters and community users come from across the borough, including surrounding rural areas.	**Fair distribution:** The proposed non-matchday activity would be open beyond football supporters and the sponsoring councillor states that benefits extend across the town and borough. Investment would therefore support an existing large asset with broad potential reach.

25. Little Miracles - Inclusive Play Together

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Simon Ring	**Ward / area**	King's Lynn and surrounding areas
Project cost	£3,870	**Amount requested**	£3,034
People benefiting	250	**Match funding**	Yes

Project description: This is a 12-month programme of 12 free inclusive play sessions for disabled children, children with additional needs and their families. Six sessions would be held in King's Lynn and six in Heacham. Funding would cover venue admission and hire, with staffing supported separately.

Local need: Families can face sensory, developmental, financial and social barriers when using mainstream activities. Suitable provision is limited and fear of misunderstanding or judgement can further reduce participation. Free sessions at two locations are intended to address cost and travel barriers.	**Community need / evidence:** A survey of 99 families provides detailed evidence on additional needs, emotional wellbeing, acceptance, accessible activities, financial pressure and isolation. The application also reports strong positive outcomes from Little Miracles' existing activities, including participation, friendships and wellbeing.
Community benefit: Children would gain active, sensory and social play in welcoming environments. Parents, carers and siblings would share positive experiences, meet families with similar circumstances and develop supportive relationships.	**Difference the project makes:** The programme would remove admission costs and provide regular rather than one-off activity. Expected outcomes include greater confidence, friendships, inclusion and emotional wellbeing for children, alongside reduced isolation for families.
Measures of success: Registration and attendance would record sessions, unique families and total family participation. Accessible feedback, an end-of-project survey, staff observations and case studies would assess access, inclusion, wellbeing and social connection.	**Value for money:** The £3,870 grant would fund venue costs, with £836 of staffing supported through Awards for All. Existing venue knowledge and the intention to negotiate bulk prices support delivery. The programme is time-limited and creates no ongoing asset liability.
Rural balance: Half of the sessions would take place in Heacham, improving access for rural and coastal families who would otherwise need to travel into King's Lynn. This explicitly shares provision between urban and rural locations.	**Fair distribution:** The even split between King's Lynn and Heacham supports geographic balance. The project also targets families for whom disability, income, transport and sensory needs can create unequal access to ordinary leisure opportunities.

26. North Wootton Village Hall - Air Conditioning and Solar

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Richard Coates	**Ward / area**	North Wootton
Project cost	£27,058	**Amount requested**	£24,357
People benefiting	700	**Match funding**	Yes

Project description: The capital project would install air conditioning and solar panels at North Wootton Village Hall. Professional contractors would deliver the works, with the Village Hall Committee responsible thereafter. The combined scheme is designed to improve comfort and reduce electricity costs.

Local need: Recent hot weather has made the hall uncomfortable and affected attendance and hiring decisions. Energy costs also place pressure on affordability. The committee wants to future-proof the hall and use it as a cool space in summer and warm community hub in winter.	**Community need / evidence:** Evidence includes letters from regular hirers, six pages of resident support and estimated annual energy savings of £1,388 at current prices. The hall is described as being in use almost every day.
Community benefit: Regular users include yoga groups, church activity, U3A, craft groups, markets, bingo, meetings and private events. Residents would also benefit from a more resilient community space during extreme weather.	**Difference the project makes:** The project would maintain a comfortable temperature, reduce purchased electricity and help keep hire charges affordable. It could also attract groups previously deterred by summer temperatures.
Measures of success: The committee would compare attendance during hot weather and monitor electricity usage and generation. New bookings and feedback from existing hirers would provide further evidence of success.	**Value for money:** The hall would contribute £2,701, around 10% of the project cost, and has obtained quotations. The scheme offers both service improvement and recurring energy savings, though the grant request represents most of the capital cost.
Rural balance: North Wootton is not treated as rural by some funders because of proximity to King's Lynn, despite retaining a village character and limited alternatives. The application argues that this reduces access to other grant programmes.	**Fair distribution:** The hall serves many groups and would provide a shared warm or cool hub rather than a single-purpose facility. Funding would support a village community that may not qualify for rural schemes but still relies on volunteer-run infrastructure.

27. North Wootton Winter Wellbeing and Christmas Fair

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Simon Ring	**Ward / area**	The Woottons
Project cost	£6,016	**Amount requested**	£3,516
People benefiting	1,600	**Match funding**	Yes

Project description: The revenue project combines six free warm-space craft workshops with North Wootton's 10th annual Christmas Fair. Funding would cover tutors, materials, promotion, accessible transport, entertainment and venue operations. The Village Hall Management Committee and registered volunteers would deliver the programme.

Local need: The project addresses winter loneliness, reduced mobility and financial pressure. Keeping activities free is central to ensuring that older residents, care home residents and low-income families can participate.	**Community need / evidence:** Community consultation describes the fair and workshops as valued social infrastructure. The councillor's statement reports strong support for tackling loneliness and indicates that many respondents would struggle to attend if charges were introduced.
Community benefit: Older and isolated residents, care home residents, families and children would benefit from warm, accessible and intergenerational activity. Funded transport would help residents who might otherwise be unable to attend.	**Difference the project makes:** The programme would remove financial barriers, create purposeful winter social contact and strengthen community cohesion. It would also develop volunteer experience and repeatable craft skills.
Measures of success: Targets include more than 1,500 fair attendees and 120 workshop places. Headcounts, exit feedback and resident case studies would assess attendance and wellbeing impact.	**Value for money:** The application calculates a low grant cost per beneficiary and includes £2,288 of volunteer time. Additional match funding is described as pending, so only confirmed contributions should be relied upon. Reusable materials and volunteer capacity provide a legacy beyond the event.
Rural balance: The applicant describes North Wootton as a village lacking statutory leisure facilities and reliant on its volunteer-run hall. Accessible transport and local delivery particularly support residents with limited mobility.	**Fair distribution:** Activities are open across the Woottons and the consultation includes surrounding areas. The free-at-point-of-access model spreads benefit across age groups and households facing both social and financial barriers.

28. Northwold Recreation Ground Basketball Hoops

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Stephen Lawrence	**Ward / area**	Northwold
Project cost	£350	**Amount requested**	£350
People benefiting	20	**Match funding**	No

Project description: The Parish Council proposes two basketball hoops within the existing recreation ground. The equipment is intended to complement recent play investment focused on younger children. It would provide an additional activity for residents aged 12 to 18.

Local need: The existing recreation offer mainly serves children up to age 12. The application identifies a gap for teenagers and seeks to give that group another local way to exercise and socialise.	**Community need / evidence:** Need was identified through village consultation using social media and the village newsletter. The evidence is limited in detail but directly relates to the target age group.
Community benefit: Young people aged 12 to 18 would benefit most directly. The wider community may benefit from more balanced recreation provision across different ages.	**Difference the project makes:** The equipment would create another outlet for exercise and informal social contact. It would complete the Parish Council's recent effort to broaden the age range served at the recreation ground.
Measures of success: Usage and participation would be observed, with social media or other local feedback used to report outcomes. The application does not propose a detailed baseline or formal monitoring method.	**Value for money:** This is a low-cost addition to an existing recreation site. The form shows inconsistent total costs of £350 and £500, and no match funding is identified, so the final price and eligible request should be verified.
Rural balance: Northwold is a rural parish and the equipment would be locally available without travel to a larger settlement. The application itself does not provide detailed evidence about alternative facilities or transport barriers.	**Fair distribution:** The proposal aims to balance previous investment by adding provision for teenagers rather than younger children alone. Its direct beneficiary number is modest, but the asset would remain available for ongoing community use.

29. Outwell Pen Sluice Regeneration

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Jane Sutton / Christopher Crofts	**Ward / area**	Outwell
Project cost	£30,000	**Amount requested**	£20,800
People benefiting	6,000	**Match funding**	Yes

Project description: The Parish Council proposes to conserve and enhance the historic Pen Sluice area, including surviving lock walls and mechanisms. Works include landscaping, fencing, paths, seating, picnic facilities, interpretation boards and a new village sign. The completed site would provide recreation, heritage interpretation and environmental improvement.

Local need: The site is an underused and neglected historic asset. Outwell has limited public green space and local heritage attractions, and the project is intended to prevent further deterioration while making the area safer and more accessible.	**Community need / evidence:** Letters of support from county and borough councillors accompany the application. The case also draws on the site's historic significance and the Parish Council's direct knowledge, although wider formal consultation is not described.
Community benefit: Residents, families, older people, schools, walkers, community groups and visitors would gain a free outdoor space. Benefits include recreation, learning, biodiversity, village pride and potential visitor activity.	**Difference the project makes:** The project would transform the site into a usable community space while safeguarding local waterway heritage. It would provide interpretation, places to sit and opportunities for outdoor activity and education.
Measures of success: Site condition, access, educational use, biodiversity, visitor observations and community feedback would be monitored. Photographs and inspections would compare the site before and after works.	**Value for money:** The project combines heritage, environment, recreation and tourism outcomes. Confirmed contributions include £3,000 from the Parish Council and £150 public donations. Quotations support the principal work packages, while ongoing maintenance would sit with the Parish Council.
Rural balance: Outwell is a rural community with fewer amenities and external funding opportunities than larger settlements. Local delivery reduces the need to travel elsewhere for accessible outdoor recreation.	**Fair distribution:** The scheme would create an open public asset rather than provision for a restricted group. It supports geographic balance by directing capital investment to rural heritage and green infrastructure.

30. Pandora West Norfolk

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Deborah Heneghan	**Ward / area**	West Norfolk
Project cost	£20,000	**Amount requested**	£20,000 – amended to £15,000
People benefiting	300	**Match funding**	No

Project description: The mixed project would purchase ten laptops and support room hire and staff travel for specialist domestic-abuse services. The technology would be used for case management, risk assessments, safety plans, secure communication and online support. Venue and travel funding would enable outreach and recovery activity across West Norfolk.

Local need: Front-line staff report that slow, ageing laptops delay notetaking and access to resources. Survivors, particularly in rural areas, may also face transport, safety and coercive-control barriers to reaching support.	**Community need / evidence:** Need is evidenced through staff supervision, current service experience and the operational difficulties created by unreliable equipment. The application also identifies King's Lynn as the largest client cohort and describes separate support for children aged 5 to 18.
Community benefit: Women, children and young people affected by domestic abuse would receive more timely, flexible and secure support. Outreach would improve access for residents who cannot safely or practically travel to the main office.	**Difference the project makes:** The project would improve response times, staff efficiency and access to safety planning, advocacy and recovery support. It is intended to strengthen safety, wellbeing, confidence and resilience while reducing geographic barriers.
Measures of success: Pandora would track people supported, outreach sessions, risk assessments, safeguarding interventions and use of the funded resources. Intake and exit evaluation, feedback, case studies and service data would evidence outcomes.	**Value for money:** Laptops are expected to serve front-line workers for several years, while room and travel funding directly extend reach. No match funding is identified. The charity holds reserves under a policy linked to funding gaps and closure liabilities, which the panel may consider alongside the full-funding request.
Rural balance: Rural access is a central element because public transport, distance and isolation can prevent survivors from seeking help. Travel funding and local venues would take specialist support closer to residents.	**Fair distribution:** The service is borough-wide and addresses a specialist need not confined to one ward. Funding would support both the larger King's Lynn caseload and smaller rural communities where access barriers can be greater.

31. Pelicans Hockey School Engagement

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor		**Ward / area**	The Woottons and local schools
Project cost	£6,000	**Amount requested**	£5,000
People benefiting	200	**Match funding**	In-kind

Project description: The club proposes at least 100 hours of coaching in partnership with local schools. Qualified coaching, equipment and structured pathways would introduce children to hockey and link school participation to the club. The applicant also intends to explore opportunities for parents to participate.

Local need: Children face financial, transport and equipment barriers to organised sport. The project would bring coaching into schools, reducing the need for families or schools to fund specialist provision or travel initially.	**Community need / evidence:** Letters from several local schools demonstrate interest in additional hockey and physical-activity opportunities. The applicant proposes starting with a smaller group of schools before wider rollout.
Community benefit: Schoolchildren would gain coaching, physical activity, skill development and a pathway into a local club. Parents may also gain social and sporting opportunities through a separate introductory offer.	**Difference the project makes:** The programme aims to improve health, confidence, wellbeing and social connection. A sustained school-club link could help children continue sport beyond the initial sessions.
Measures of success: The club would monitor coaching hours, school engagement and numbers participating. The application also refers to healthier and happier children, although a method for measuring health or school-performance outcomes is not specified.	**Value for money:** The grant would purchase at least 100 coaching hours at £60 per hour, with schools receiving activity without charge. Volunteer contribution is identified but not valued. The request is predominantly revenue and continuation beyond the funded period is not fully costed.
Rural balance: Coaches can travel to schools that have limited equipment or access to club facilities. This helps reach rural pupils before inviting them to use the hockey pitch.	**Fair distribution:** The offer is intended for all local schools, although initial delivery will focus on a smaller number. Fairness will depend on transparent school selection and whether participation expands beyond the starting cohort.

32. PLUS at Edmund De Moundeford

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Martin Storey	**Ward / area**	Feltwell
Project cost	Ongoing	**Amount requested**	£5,000
People benefiting	157 pupils plus families	**Match funding**	Yes - donations and volunteer input

Project description: The volunteer-run school uniform project operates from the primary school and provides pre-loved, new, low-cost and free uniform. Funding would extend storage and purchase stock for back-to-school, winter and summer bundles. The service particularly supports families receiving means-tested free school meals.

Local need: Uniform costs place pressure on families and donated stock does not always cover all sizes or essential new items. Rapid growth has also created a storage constraint. The applicant links the service to wider food-pantry demand and affordable-uniform expectations.	**Community need / evidence:** Demand is evidenced by more than 1,000 donated items, 13 free bundles and nine low-cost bundles provided for pupils returning to school, plus 75 additional individual items sold during the summer holiday. This represented use by around 14% of pupils for essential return-to-school items.
Community benefit: Pupils and families would benefit from affordable clothing, while the school gains a practical support service. Reuse also reduces textile waste and community donations encourage local involvement.	**Difference the project makes:** The project would reduce financial pressure and help children attend school in suitable uniform. Additional storage and stock would allow the service to meet demand more consistently across seasons and sizes.
Measures of success: Sales data, online transactions, stocktakes, bundle numbers, feedback forms and the annual charity report would track activity. These measures can show both community donations and direct family support.	**Value for money:** The operation already exists, has no ongoing overheads and is run by volunteers. It has received small local donations and grants, but holds only £423 in the bank. The form does not provide a detailed cost breakdown for the up-to-£5,000 request, so expenditure should be agreed before award.
Rural balance: Feltwell is a rural community and the service is based within the local primary school, avoiding travel for families. The school is described as a central community hub.	**Fair distribution:** The project targets families experiencing financial pressure while remaining open to the whole school community. It supports a rural area and a model the organisation is willing to share with other schools.

33. Purfleet Trust South Lynn Community Centre

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Jo Rust	**Ward / area**	South Lynn
Project cost	£24,700	**Amount requested**	£24,700
People benefiting	3,000 annually	**Match funding**	Yes

Project description: The Trust proposes to develop the centre into a hub combining Purfleet Pantry, an affordable cafe, practical support, activities, volunteering, training and employability opportunities. Capital works include kitchen refurbishment, a serving hatch, cafe furnishing and office alterations for Little Discoverers. Revenue funding would support the Pantry Manager for the first six months to establish the hub.

Local need: South Lynn experiences financial pressure, food insecurity, isolation, health inequality and barriers to support and employment. Existing Pantry experience shows that affordable food needs often sit alongside low confidence, digital exclusion, unemployment and difficulty navigating services.	**Community need / evidence:** The Trust cites more than 1,000 registered Pantry members, three years of direct delivery, staff and volunteer knowledge and local deprivation data. A structured community engagement day and continuing consultation would shape the activity programme.
Community benefit: Low-income households, families, older residents, unemployed people, volunteers, people affected by homelessness and the wider community would benefit. The building would provide food, advice, training, health activity and social connection from one accessible site.	**Difference the project makes:** The scheme aims to establish a regular programme, create at least 40 volunteering opportunities and provide routes into training or employment. Cafe and shop income would also contribute to long-term operation and reinvestment.
Measures of success: Footfall, unique users, Pantry and cafe use, activity attendance, volunteers, training and progression would be recorded. Feedback, Outcome Stars, casework data, cafe income and qualitative case studies would supplement the figures.	**Value for money:** The grant unlocks permanent building improvements and a six-month establishment period. Confirmed or stated support includes a coffee-machine grant, donated goods, volunteer days and smoking-cessation funding. The request is for the full project cost, but it leverages a wider package of partner contributions.
Rural balance: This is an urban deprivation project rather than a rural proposal. Its balance case is that equitable distribution should reflect significant need in South Lynn as well as rural geography.	**Fair distribution:** The centre would be open to the whole community and support multiple needs rather than one closed group. Investment would direct funding to a deprived neighbourhood while providing some access for residents from elsewhere in West Norfolk.

34. Rudhams and District Village Hall Toilets

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Chris Morley	**Ward / area**	The Rudhams and local villages
Project cost	£14,520	**Amount requested**	£14,520
People benefiting	1,576 users; approx. 8,000 attendances	**Match funding**	No

Project description: The project would fully refurbish male, female and accessible toilets as part of a wider programme to improve safety, accessibility and energy efficiency. Works include cubicles, sanitaryware, flooring and decoration. The hall serves five communities and hosts regular groups, fundraising and events.

Local need: Annual surveys and booking feedback describe the toilets as tired, cold and below modern expectations. Potential hirers have not proceeded with bookings, and winter conditions particularly affect children, older people and disabled users.	**Community need / evidence:** Need is supported by recurring user comments, booking feedback and the hall's own surveys. The Trustees link better facilities to continued affordability, accessibility and the ability to attract private and community bookings.
Community benefit: Residents across five communities would benefit, especially older, disabled and younger users. Better facilities would support regular groups, celebrations, SEND-inclusive activity and fundraising for outdoor recreation.	**Difference the project makes:** The refurbishment is expected to improve comfort and accessibility, increase bookings and help retain affordable hire charges. Modern water and energy-efficient fittings should also reduce running costs.
Measures of success: Bookings, repeat bookings, footfall, customer surveys and informal feedback would be monitored. Photographs and expenditure evidence would support completion reporting.	**Value for money:** Two quotes were obtained and the lower complete-refurbishment quote selected. No match funding is offered because reserves are being used for decoration, seating match funding and future building risks. The works create a long-term improvement but rely wholly on the grant.
Rural balance: The hall is in a Tier 5 rural village with limited services and transport and serves outlying hamlets. It is described as the only shared building available for family and community events across the five communities.	**Fair distribution:** The facility is shared by several villages and a broad range of users. Funding would address rural under-provision and help residents avoid travelling to better-equipped venues elsewhere.

35. Sandringham Bowls Club Improvements

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Anthony Bubb	**Ward / area**	Dersingham / Sandringham Parish
Project cost	£18,166 – amended to £21,244 following Vat Clarification	**Amount requested**	£22,000 – amended to £21,244
People benefiting	500	**Match funding**	Yes - prior spend and volunteer input

Project description: The mixed project would make paths and edging around the changing hut safer, install an irrigation system and continue professional green renovation and treatment. The objective is to prevent falls and restore a playable bowling surface. Club members would continue routine maintenance.

Local need: Uneven paths create a fall risk, while drought, rabbits and moles have damaged the green beyond the club's normal maintenance capacity. The closure of the associated social club reduced financial and social support for the bowling facility.	**Community need / evidence:** Photographs, user experience, previous incidents and comments from visiting teams support the need. The club has already funded temporary pest controls and more than £3,000 of green treatment and fertiliser.
Community benefit: About 50 members, including older and less mobile people, families and a junior member, benefit directly. More than 40 visiting clubs within roughly 20 miles also use the facility through league and cup fixtures.	**Difference the project makes:** The project would remove immediate safety hazards, improve the playing surface and help retain and attract members. It would support regular league participation and the club's wider social and wellbeing role.
Measures of success: The club would use photographs, incident experience, member and visiting-team feedback, green playability and longer-term membership trends. Expenditure and progress reports would also be provided.	**Value for money:** The club has already funded initial treatment and contributes labour, maintenance and donated services. Several quotations support the work. The full £22,000 request is significant relative to reserves, but the capital elements are intended to stabilise future maintenance.
Rural balance: The club is in a small rural village and provides local activity for residents with limited mobility. It also supports a network of rural clubs across a wider catchment.	**Fair distribution:** Although direct membership is modest, league use spreads benefit across many settlements. The facility also supports winter carpet bowls indirectly through overlapping membership.

36. St Clement's Church Community Room

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Paul Kunes	**Ward / area**	Terrington St Clement
Project cost	£30,000	**Amount requested**	£10,500
People benefiting	500	**Match funding**	Yes

Project description: The project would construct a permanent meeting room in the church narthex, replacing a temporary shed arrangement. It would adapt an underused part of the Grade I listed church into a warm space for small groups. A diocesan faculty has been approved.

Local need: The church is in a rural area described as within the most deprived 20% nationally and the large building is difficult and expensive to heat. Community groups need a warm, manageable room rather than heating the whole church.	**Community need / evidence:** Need is evidenced through steadily growing participation and feedback from parents, older residents, young people and other group users. Existing activities include a toddler group, community cafe and youth group.
Community benefit: Parents with young children, teenagers, bereaved or unemployed residents and older people would benefit. The room would provide privacy for feeding babies and a warmer winter setting for small groups and cafe users.	**Difference the project makes:** The project would make an underused area functional, improve comfort and allow community activity to continue more efficiently. Heating one room instead of the entire church should lower energy use for smaller meetings.
Measures of success: Usage numbers and feedback from groups would be monitored, with the project working party reporting quarterly to the Parochial Church Council.	**Value for money:** The scheme reuses existing space and should reduce heating costs for small activities. Match funding is being sought from businesses, individuals and grant-making trusts, but the extracted form does not state the project cost or contribution values.
Rural balance: Terrington St Clement is a rural parish with deprivation and limited local facilities. The project provides a warm meeting place within the village, reducing reliance on travel elsewhere.	**Fair distribution:** The space would be open to community users of different ages and backgrounds, not only the congregation. The councillor notes that comparable funding has supported halls and youth buildings across other parts of the ward.

37. William Street Car Park Resurfacing

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Deborah Heneghan & Francis Bone	**Ward / area**	St Margaret's with St Nicholas
Project cost	£25,000	**Amount requested**	£25,000
People benefiting	50 direct plus surrounding residents	**Match funding**	No

Project description: The project would resurface William Street car park, with the Council responsible for delivery. The site is described as being in very poor condition and virtually unusable. Restoring it would provide off-street parking for nearby residents.

Local need: The surrounding streets are narrow and parking pressure can restrict access, including for emergency vehicles. Residents and councillors describe the condition as a long-standing problem that has not attracted funding from other sources.	**Community need / evidence:** Resident feedback over several years and photographs of the surface are cited as evidence. The application considers this proportionate because the physical condition and local parking problems are visible and well known.
Community benefit: Residents of William Street and Vancouver Avenue would benefit directly, while neighbouring streets would benefit from reduced parking pressure. Improved access would also support general road safety and emergency response.	**Difference the project makes:** Resurfacing would return the car park to usable condition and move parked vehicles off narrow streets. The application expects safer access and an everyday improvement for the surrounding neighbourhood.
Measures of success: Councillors would monitor carpark use and observe whether pressure on surrounding streets reduces. A fuller before-and-after monitoring method is not specified.	**Value for money:** The application describes a relatively low-cost intervention with benefits lasting many years, but the extracted form does not state project cost or amount requested. Quotes were reportedly prepared by Council officers and no match funding is identified.
Rural balance: This is explicitly an urban project. Its funding case is based on neighbourhood need and lack of alternative funding rather than rural disadvantage.	**Fair distribution:** The application states that this part of the ward has received little recent investment. Although the direct user estimate is small, safer surrounding streets would provide a wider neighbourhood benefit.

38. Stanhoe Parish Ponds

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Sam Sandell	**Ward / area**	Stanhoe
Project cost	£6,000	**Amount requested**	£6,000
People benefiting	50,000 stated, including visitors	**Match funding**	No

Project description: The Parish Council proposes dredging and desilting the main pond and two smaller ponds, with replanting and rewilding at the main site. The ponds are historic village features and wildlife habitats. The Parish Council would oversee the works and future maintenance.

Local need: The ponds have lost depth and water-holding capacity and risk disappearing without intervention. The main pond is an 18th-century landmark, meeting place and habitat used by residents, visitors, geese, ducks and other birds.	**Community need / evidence:** An extraordinary Parish Council meeting was attended by ten residents, all of whom supported restoration. The application also relies on longstanding community use and concern about the pond's condition.
Community benefit: Residents, second-home owners, visitors and local wildlife would benefit. A farmer would also reuse dredged silt, while the pond and adjacent war memorial would continue as a place for rest and social contact.	**Difference the project makes:** The works would restore water capacity, heritage character and habitat and prevent permanent loss of the ponds. Rewilding would improve environmental value and the setting for residents and visitors.
Measures of success: Success would be evidenced by restored ponds, wildlife returning, use of benches and resident feedback at a future Parish Council meeting. Photographs and observation would support reporting.	**Value for money:** The applicant argues that £6,000 is a relatively small investment for a feature that may last many years; the ponds were last dredged around 25 years ago. No match funding is secured, although a resident fundraising campaign is proposed for any shortfall.
Rural balance: Stanhoe is a small rural village that the applicant says is often overlooked because of assumptions about affluence and its small permanent population. The ponds are a central local asset with no comparable replacement.	**Fair distribution:** The application notes very limited recent local grant funding and support from the northern part of the borough. However, some main-pond work had already been undertaken before this application, so retrospective eligibility should be resolved separately.

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39. Stoke Ferry Common - Preserving a Community Asset

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Sue Lintern	**Ward / area**	Stoke Ferry and Wretton / Wissey
Project cost	£24,100	**Amount requested**	£19,000
People benefiting	1,500	**Match funding**	Yes - £5,100 CIL

Project description: The Council recently received the Common as a community asset and proposes a designated parking area, bunds, dead hedging, accessible opening and boundary protection. The objective is to stop unauthorised vehicles damaging the grassland while keeping the site accessible.

Local need: Unauthorised vehicles are eroding grassland and damaging habitats. An online survey of 115 users recorded regular use and majority support for parking, child safety measures, wildlife habitat improvement and marshland protection.	**Community need / evidence:** A 115-response user survey supports parking, safety and habitat improvements. An online survey of 115 users recorded regular use and majority support for parking, child safety measures, wildlife habitat improvement and marshland protection.
Community benefit: The project is preventative: it should reduce erosion, allow grass recovery and protect habitats while providing safer access for walkers, families and visitors.	**Difference the project makes:** Baseline photographs, inspections at around six and twelve months, records of vehicle access and community feedback would be used.
Measures of success: The CIL contribution demonstrates local commitment and the works could avoid larger restoration costs. The absence of a final planning decision and the inconsistent VAT presentation remain material considerations.	**Value for money:** Stoke Ferry is a Key Rural Service Centre with limited public transport and relatively few alternative recreational spaces.
Rural balance: The Common is freely accessible and used by surrounding villages and visitors, so benefit is not restricted to parish residents.	**Fair distribution:** The project is presented as benefiting a broad range of local users and should be considered alongside geographic spread and relative community need.

40. SWAN Youth Project Family Support Service

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Joshua Osborne	**Ward / area**	Downham Market
Project cost	£60,000	**Amount requested**	£5,000
People benefiting	150	**Match funding**	Yes - £50,000 confirmed

Project description: The service provides one-to-one whole-family support, action planning, advocacy and co-working with schools and agencies. Funding contributes to a 40-hour weekly staffing resource delivered from the youth centre and in homes, schools and community settings.

Local need: Families face increasingly complex safeguarding, mental health, SEND, poverty and breakdown issues. Swan reports supporting 73 families in the previous year, safeguarding concerns increasing by one third and 25 young people causing particular concern in three months.	**Community need / evidence:** Service data shows 73 families supported and safeguarding concerns rising. Swan reports supporting 73 families in the previous year, safeguarding concerns increasing by one third and 25 young people causing particular concern in three months.
Community benefit: Children, young people, parents and carers facing domestic abuse, bereavement, poverty, mental health, SEND and family-breakdown issues would benefit from early intervention.	**Difference the project makes:** The service expects improved relationships, resilience, confidence and wellbeing, with fewer problems escalating to crisis.
Measures of success: Families, sessions, engagement, feedback, case reviews and partner evidence would be monitored.	**Value for money:** The application calculates a cost of about £800 per family and confirms £50,000 from other funders, leaving the £5,000 request as the final part of the £60,000 budget.
Rural balance: Downham Market serves a large rural catchment where transport and service access are limited.	**Fair distribution:** Funding would support the borough's second-largest town and families who may struggle to reach services in King's Lynn.

41. Ten Mile Bank Playing Field

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Martin Storey	**Ward / area**	Ten Mile Bank
Project cost	£25,000 estimated	**Amount requested**	£25,000
People benefiting	300	**Match funding**	Yes - £805 raised, £250 grant and potential charity support

Project description: The Association seeks to secure the former school playing field for transfer to the future Ten Mile Bank Parish Council, followed by fencing, tree, grass and play-area improvements if funds permit. The purchase is the first priority.

Local need: The field is the village's only safe enclosed green space and could be lost to development. The field is the village's only fenced safe green space; alternatives require travel on roads without pavements or crossing the A10. The land is registered as an Asset of Community Value.	**Community need / evidence:** Village Green evidence, Asset of Community Value status and community fundraising. The field is the village's only fenced safe green space; alternatives require travel on roads without pavements or crossing the A10. The land is registered as an Asset of Community Value.
Community benefit: All residents could use the field for play, sport, exercise and village events, with particular value for children and families.	**Difference the project makes:** Purchase would secure access in perpetuity and prevent the land being lost to development.
Measures of success: Primary success is completion of the purchase; reports would then cover any improvement works and community impact.	**Value for money:** The applicant describes the estimated £15,000 acquisition as a unique opportunity for approximately one acre, but several improvement estimates are provisional and one was AI-derived.
Rural balance: Ten Mile Bank is a small, low-affluence fenland community with very limited amenities and transport.	**Fair distribution:** The application argues that local play investment has lagged behind Hilgay and that the project would serve the whole village.

42. Thornham Sports Pavilion Completion

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Tom De Winton	**Ward / area**	Thornham
Project cost	£515,000	**Amount requested**	£25,000
People benefiting	1,000	**Match funding**	Yes - £480,000 raised

Project description: The £25,000 request would complete a nearly finished sports pavilion containing five changing rooms, toilets, kitchen facilities and a community room. It is intended for cricket, tennis, bowls, fitness and wider social activity.

Local need: Existing facilities were inadequate for girls, juniors, tennis, bowls and community use. Current facilities are inadequate for girls, juniors and tennis users, and pressure on the main hall restricts indoor bowls, fitness and social sessions. Consultation and letters of support accompany the bid.	**Community need / evidence:** Community plan, surveys and multiple support letters evidence demand. Current facilities are inadequate for girls, juniors and tennis users, and pressure on the main hall restricts indoor bowls, fitness and social sessions. Consultation and letters of support accompany the bid.
Community benefit: Junior and adult sports participants, girls, older residents, isolated people, fitness users and visitors would benefit.	**Difference the project makes:** The pavilion would secure compliant changing, enable winter bowls and regular classes, and provide a warm social hub.
Measures of success: Usage, footfall, number and type of classes, surveys, conversations and annual user events would be monitored.	**Value for money:** Around £480,000 has already been raised through grants, donations and fundraising, including about £180,000 from more than 200 donors. The award would represent the final portion of a large capital scheme.
Rural balance: The pavilion serves a rural coastal community and surrounding villages where comparable facilities and funding options are limited.	**Fair distribution:** The multifunctional building supports different ages, sports and community uses rather than one club alone.

43. Tilney St Lawrence Winter Warm Hub

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Barry Ayres	**Ward / area**	Tilney, Mershe Lande and Wiggenhall
Project cost	£3,762	**Amount requested**	£3,892 year 1 and £2,800 year 2 – amended to £3,762
People benefiting	150	**Match funding**	Yes - 200 volunteer hours

Project description: The project would run ten winter warm-hub sessions with a hot meal, refreshments, activities, community transport support and food-hygiene training. Trustees and volunteers would deliver the programme from Tilney St Lawrence Village Hall.

Local need: Ageing, dispersed population with isolation, disability, unpaid caring and deprivation. The form cites an ageing and dispersed population, 271 older single-person households, disability, unpaid caring and household deprivation.	**Community need / evidence:** Census and public health data provide evidence of need. The form cites an ageing and dispersed population, 271 older single-person households, disability, unpaid caring and household deprivation.
Community benefit: Older residents, people living alone, disabled people, unpaid carers and others with limited social contact would gain a warm and welcoming local meeting place.	**Difference the project makes:** Expected outcomes are reduced loneliness, improved wellbeing, stronger friendships and better awareness of support services.
Measures of success: Monthly attendance, budget, attendee feedback, delivery-team feedback and an April 2027 review would inform continuation.	**Value for money:** The form estimates roughly £12.50 per attendance for consumables and running costs, with equipment reusable in later years and 200 volunteer hours supporting delivery.
Rural balance: The project directly serves dispersed rural villages and includes community transport to address access barriers.	**Fair distribution:** Neighbouring communities would be invited on the same basis as the host village.

44. Walpole Community Centre Cladding Repairs

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Julian Kirk	**Ward / area**	Walsoken, West Walton and Walpole
Project cost	£9,450	**Amount requested**	£9,450
People benefiting	5,000	**Match funding**	No

Project description: The charity seeks full funding to supply and install fibre-cement cladding, trims, flashings and fixings to stop water ingress. Trustees would oversee the contractor and subsequent inspection.

Local need: Leaks threaten the fabric and continued use of the centre. Weekly user groups have reported leaks; delay could lead to further damage and disruption to the centre.	**Community need / evidence:** Weekly user groups have reported water entering the building. Weekly user groups have reported leaks; delay could lead to further damage and disruption to the centre.
Community benefit: Residents and organisations from Walpole, Walsoken, West Walton and surrounding villages use the venue for meetings, activities and events.	**Difference the project makes:** Repairing the cladding would keep the centre dry and available and reduce the risk of more extensive future damage.
Measures of success: Completion records, invoices, photographs, inspections after heavy rain, leak reports and continued bookings would be monitored.	**Value for money:** A written £9,450 quote covers a complete targeted installation. No match funding is offered, and the full award is requested.
Rural balance: The centre is a shared hub for several rural villages with limited alternative venues.	**Fair distribution:** The works protect a facility used across the ward rather than benefiting a single group.

45. Walsingham Way Pilgrim Guide

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Deborah Heneghan	**Ward / area**	King’s Lynn and borough-wide route
Project cost	£4,560	**Amount requested**	£3,069
People benefiting	1,000	**Match funding**	Potential £1,500

Project description: The Walsingham Way Group would design and print a guide for the pilgrimage route launched in June 2026, beginning at King’s Lynn Minster and passing through West Norfolk. Guides would be available at the Minster, Tourist Information Centre and potentially route churches.

Local need: The new route needs accessible information to support use and heritage awareness. Letters of support are the main evidence cited. The application links the guide to King’s Lynn heritage, walking and wellbeing.	**Community need / evidence:** Letters of support accompany the application. Letters of support are the main evidence cited. The application links the guide to King’s Lynn heritage, walking and wellbeing.
Community benefit: Walkers, churches, cafés, residents and visitors would benefit through greater route awareness and visitor activity.	**Difference the project makes:** The guide would add an active heritage offer and strengthen links between King’s Lynn, rural communities and Walsingham.
Measures of success: Guide take-up and a user survey included in the publication would be used.	**Value for money:** The applicant describes a simple product with ongoing heritage and tourism value. The potential £1,500 contribution was unconfirmed and no separate quotation was uploaded in the budget section, although a quotation appears in supporting documents.
Rural balance: The route passes through South and North Wootton, Castle Rising, Sandringham, Anmer and Great Bircham.	**Fair distribution:** Distribution through churches and outlets along the route would spread the benefit across several communities.

46. Wereham Village Hall Sustainability Projects

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Sue Lintern	**Ward / area**	Wissey
Project cost	£47,205	**Amount requested**	£25,000
People benefiting	500	**Match funding**	Yes - £1,000 Parish Council plus volunteers

Project description: The bid combines solar panels and battery storage, three retractable patio awnings and a glazed entrance canopy. The elements can be phased, with solar identified as the first priority.

Local need: The hall is the main village hub and needs lower costs, better access and greater income potential. Wereham has no shop, school or regular public transport, making the Passivhaus village hall an important social hub. Feedback from volunteers and users supports improved sustainability, space and access.	**Community need / evidence:** Community consultation, users, volunteers and support letters evidence need. Wereham has no shop, school or regular public transport, making the Passivhaus village hall an important social hub. Feedback from volunteers and users supports improved sustainability, space and access.
Community benefit: Current and future users, hirers, older people and attendees at activities ranging from bingo and cinema to exercise and computer support would benefit.	**Difference the project makes:** Solar should reduce energy costs; awnings could increase all-weather capacity and hire income; the canopy would improve protection and access.
Measures of success: Usage, attendance, income, energy generation, savings and user feedback would be monitored.	**Value for money:** The three elements total £47,205 and the grant would fund part of a phased programme. £1,000 is confirmed from the Parish Council, with volunteers and further fund searches supporting delivery.
Rural balance: The hall is a focal point in a small rural village with few alternative services.	**Fair distribution:** The improvements support a broad mix of residents and users and aim to sustain an established facility for the wider Wissey area.

47. Wretton Village Play Area

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Sue Lintern	**Ward / area**	Wissey
Project cost	£97,388	**Amount requested**	£25,000
People benefiting	2,786 wider ward estimate	**Match funding**	Yes - £3,962.32 reserve plus volunteers

Project description: The Parish Council proposes replacement of a 20-year-old play area with fencing, gates, surfacing, seating, bins, age-appropriate and accessible equipment, a trim trail and teen shelter. A competitive tender would follow confirmation of land tenure.

Local need: Existing equipment is deteriorating and may need removal; no accessible alternative is nearby. Independent inspection, photographs, council records and a resident survey show deterioration, safety concerns and continued demand. The nearest alternative is not accessible on foot or by usable public transport.	**Community need / evidence:** Resident survey, inspection reports, photographs and council records. Independent inspection, photographs, council records and a resident survey show deterioration, safety concerns and continued demand. The nearest alternative is not accessible on foot or by usable public transport.
Community benefit: Children aged roughly 1 to 14, parents, grandparents, carers and visiting families would benefit, with inclusive equipment for physical and sensory needs.	**Difference the project makes:** The scheme would avoid loss of the village's only play facility and provide safe, inclusive outdoor activity for around 20 years.
Measures of success: A comparable follow-up survey, accessible-equipment observations, annual independent inspections and public feedback would be used.	**Value for money:** The Council will tender competitively, has included contingency and contributes £3,962.32 plus limited CIL and volunteer maintenance. The £25,000 award is intended as an anchor for further applications.
Rural balance: Wretton has no shop or pub, limited public transport and little CIL or precept capacity.	**Fair distribution:** Although direct numbers are modest, the facility reaches a high proportion of local families and is one of very few shared village assets.

48. YMCA Norfolk - Unlocking Potential, Building Belonging

COMMUNITY PROJECTS FUND - APPLICATION SUMMARY

Councillor	Austen Moore	**Ward / area**	North Lynn
Project cost	£5,000	**Amount requested**	£5,000
People benefiting	23	**Match funding**	In-kind staff, facilities and partner support

Project description: The one-year programme for supported-housing residents aged 18 to 25 combines community outings, outdoor pursuits, creative and wellbeing activity, life-skills workshops, safety and healthy-relationship sessions, and a resident garden.

Local need: Young adults affected by homelessness, trauma and hardship face isolation and financial barriers. Consultation with 56 young people identified cost, transport, anxiety, fear of judgement and lack of awareness as barriers. Residents often have histories of homelessness, trauma, family breakdown and poor mental health.	**Community need / evidence:** Consultation with 56 residents and prior activity experience evidence need. Consultation with 56 young people identified cost, transport, anxiety, fear of judgement and lack of awareness as barriers. Residents often have histories of homelessness, trauma, family breakdown and poor mental health.
Community benefit: Approximately 23 residents would gain experiences, practical skills, social networks and links to community venues and providers.	**Difference the project makes:** The project aims to build confidence, wellbeing, independence and readiness for education, training, volunteering or employment.
Measures of success: Attendance, baseline and follow-up outcomes, quarterly review, CRM records, feedback, milestones and case studies would be used.	**Value for money:** At about £217 per direct beneficiary, the grant funds a year-long programme, while staff coordination, safeguarding, facilities and partner input are provided in kind.
Rural balance: This is not a rural project; its case rests on deprivation and disadvantage in North Lynn.	**Fair distribution:** It targets young adults with substantial barriers who may otherwise be excluded from mainstream opportunities.

Community Project Fund

How to Submit a Strong Application – Applicant Guide

This guide is designed to help applicants prepare high-quality applications that clearly demonstrate the value, need, and impact of the proposed project. Strong applications are more likely to score well and secure funding.

1. Understand the Fund Purpose

The Community Project Fund exists to support community-led projects that improve local facilities, enhance wellbeing and strengthen community resilience across the borough. Projects should deliver clear and measurable community benefit and respond to an identified local need.

Projects may be ***capital or revenue in nature***:

- Capital projects may include equipment, building improvements, refurbishments, play areas, sports facilities or other community infrastructure.
- Revenue projects may include activities, programmes, events, running costs or operational initiatives that provide community benefit. Revenue grants are normally limited to £5,000.
- The maximum grant award for any project is £25,000.

Your application will be stronger if the project:

- Responds to a clear local need supported by evidence
- Demonstrates community engagement or consultation
- Benefits a broad section of the community
- Represents good value for money
- Is realistic and deliverable by 31 March 2028
- Supports areas with fewer funding opportunities, particularly rural communities
- Provides benefits that will continue beyond the initial funding period.

2. Check Eligibility Early

Before drafting the application, ensure both the applicant and project are eligible.

Eligible applicants include:

- Constituted community associations and voluntary organisations
- Parish and town councils (subject to fund restrictions)
- Charities
- Social enterprises
- Community interest companies – these must have at least two unrelated directors who have been in office for a minimum of one year
- Other not-for-profit organisations operating within the borough.

Applications will not normally be supported from:

- Commercial or profit-making organisations
- Other statutory organisations
- Organisations receiving a Service Level Agreement from the Borough Council
- Parish or town councils with access to relevant CIL funding for the proposed project
- Parish or town councils with substantial unrestricted reserves.

Eligible projects will:

- Deliver clear community benefit
- Be deliverable by 31 March 2028
- Demonstrate local need or community engagement
- Comply with any relevant planning or regulatory requirements
- Where a lease is in place for any asset (land, buildings etc), this must have a minimum remaining term of 10 years.

Projects will not normally be eligible if they:

- Are already fully funded elsewhere
- Seek retrospective funding for costs already incurred
- Relate to statutory services provided by another organisation
- Cover maintenance that would normally form part of an organisation's core responsibilities.

If you are unsure whether a proposal meets the criteria, seek advice before submitting the application.

3. Build a Clear Case for Community Need

Projects with strong evidence of community need score highest. To strengthen your application:

Gather supporting evidence:

- Feedback from residents or user groups
- Parish/town council consultation responses
- Surveys or petitions
- Local statistics demonstrating need
- Letters of support

Clearly explain:

- What problem the project addresses
- Who is affected and how
- Why the community cannot fund or deliver this without support

The panel is looking for clarity and evidence, not assumptions.

4. Demonstrate Community Benefit and Impact

Make it explicit how the project will make a difference.

Include:

- Who will benefit (e.g., older residents, families, young people, wider community)
- How many people are expected to benefit
- What measurable improvements the project will deliver
- How the project aligns with local priorities or community plans

High-impact, inclusive projects score best.

5. Provide a Clear Budget and Value-for-Money Case

Panels want to see that projects make effective use of public funds.

Strong applications should include:

- A clear and itemised budget
- Recent quotations or cost estimates where appropriate
- A clear explanation of why the proposal represents value for money
- Details of any match funding, volunteer contribution or in-kind support.

Whilst match funding is not mandatory, projects that attract funding from other sources or demonstrate significant community contribution often achieve stronger value-for-money scores because they maximise the impact of the fund.

Remember that councillors are encouraged to support a range of projects across their communities, and well-targeted smaller projects may represent particularly strong value for money.

6. Show Deliverability and Readiness

Applications should demonstrate that the project is realistic, achievable and capable of being delivered by **31 March 2028**.

Strengthen your application by including:

- A clear delivery plan with key milestones
- Confirmation of planning permission, building regulation approval or licences where required
- Clearly defined roles and responsibilities
- Identification of key risks and mitigating actions
- A realistic implementation timetable
- Evidence that the project is ready to proceed

Projects that are fully planned, costed and appropriately governed are likely to score more highly.

7. Address Rural Balance and Local Equity

The fund aims to ensure fair distribution across the borough.

Your application will be stronger if it:

- Supports a rural community with fewer funding options
- Addresses an area with historic under-investment
- Represents a fair distribution of your own councillor-sponsored bids

If the project supports rural parity or communities with limited resources, explain this clearly.

8. Demonstrate Financial Need (for Parish/Town Councils)

Where applicable, make sure the application clearly explains:

- Why parish or town council funds (including CIL) cannot be used
- Why reserves are not available or appropriate
- Why the parish precept cannot be increased to support the project
- What alternative sources were explored

Transparency here prevents delays and strengthens scoring.

9. Show Long-Term Sustainability

Sustainability and longer-term benefit represent the largest scoring element within the assessment framework, making this a particularly important part of the application.

While the fund may support one-off expenditure, applications that demonstrate an enduring legacy are likely to achieve higher scores.

Explain:

- How the project will be maintained following completion
- Who will take responsibility for the asset or activity
- What ongoing community benefits will be achieved
- How the proposal will remain viable beyond the initial funding period
- Whether the project will reduce future costs, risks or funding pressures

Projects with a clear and sustainable long-term impact are strongly encouraged.

10. How Applications Are Scored

Applications are assessed against a scoring framework totalling 100 points. The recommended approval threshold is 50 points, although the final decision rests with the assessment panel.

Assessment Area	**Weighting**
Community Need & Evidence	15
Community Benefit & Impact	15
Value for Money	15
Deliverability & Readiness	15
Rural Balance & Fair Distribution	10
Eligibility & Financial Position	10
Sustainability & Long-Term Benefit	20
TOTAL	**100**

Applications that are well evidenced, offer clear community benefit, represent good value for money and provide long-term impact are most likely to score highly.

11. Monitoring and Reporting Requirements

Successful applicants will be expected to demonstrate that funding has been used for its intended purpose.

This will normally include:

- A short project completion report
- Evidence of expenditure, such as invoices or receipts
- A summary of the community outcomes achieved
- Photographs or other supporting evidence where appropriate.

Applicants should therefore ensure that suitable monitoring arrangements are in place from the outset of the project.

Agenda Item 14

REPORT TO CABINET

Borough Council of King's Lynn & West Norfolk

DATE OF MEETING	17 November 2026
REPORT TITLE	**BUDGET MONITORING QUARTER 2 2026/2027**
LEAD MEMBER	Councillor Chirs Morley – Portfolio Holder for Finance
LEAD OFFICER	Carl Holland – Assistant Director – Finance (Deputy Section 151 Officer)
CONSULTEES	All Cabinet, ELT and CLT
WARDS AFFECTED	All

KEY DECISION	YES
DECISION MAKER	Cabinet
IS THE REPORT OPEN OR EXEMPT	OPEN

FINANCIAL IMPLICATIONS	YES
HR IMPLICATIONS	NO
POLICY IMPLICATIONS	NO
STATUTORY IMPLICATIONS	YES
RISK MANAGEMENT IMPLICATIONS	YES
ENVIRONMENTAL IMPLICATIONS	NO
EQUALITY IMPACT ASSESSMENT COMPLETED	23 October 2026

SUMMARY OF REPORT

This report provides an update on the Council's financial performance against the approved 2026/2027 revenue and capital budgets, based on actual income and expenditure to 30 September 2026 and the latest forecast outturn.

The summary table below shows that the revenue position has improved since the budget was approved, with Borough Spend currently forecast to be £594k below budget, together with £187k of additional Government grant income. This improved position is forecast to result in a £1.971m contribution to the General Fund balance at year end. Further detail on the key movements, savings and efficiencies, and the resulting impact on the Council's financial position is set out in the main body of the report and at Appendix 1.

Revenue	Approved Budget 2026/27 £	Forecast 2026/27 £	Forecast Variance £
Borough Spend	27,655,079	27,060,611	(594,468)
Financing	(28,845,006)	(29,032,006)	(187,000)
Contributions to/(from) General Fund Balance	**1,189,927**	**1,971,395**	**781,468**

The revised capital programme for 2026/2027 is £62.836m, compared with £75.660m reported at Quarter 1, primarily reflecting updated delivery profiles and rephasing of expenditure. Further detail on the capital programme is provided within the report and Appendix 2.

Capital	Approved Budget adjusted for 2025/2026 rephasing £	Budget to Q1 Monitoring Report £	Budget to Q2 Monitoring Report £	Actuals to 30 September 2026 £
Tier 1: Major Projects	48,086,960	49,420,230	42,821,340	14,519,127
Tier 2: Operational Schemes	7,931,120	8,264,120	7,907,760	2,146,199
Tier 3: Operational Schemes	2,971,280	2,971,280	1,513,080	0
Exempt Items	14,929,800	15,004,800	10,593,570	146,827
Total	**73,919,160**	**75,660,430**	**62,835,750**	**16,812,153**

The report also provides updates on reserves, debt collection and recovery, and treasury management, together with the recommendations arising from the Quarter 2 review.

RECOMMENDATIONS

Cabinet resolves to:

1) Note the forecast revenue and revised capital position for 2026/2027.
2) Approve the proposed amendments to the capital programme, including the movement of projects between programme tiers, as set out in the report and appendix 2.
3) Approve the movements between reserves, as set out in the report
4) Notes the updated position on savings and efficiencies, debt recovery and treasury management.

REASON FOR DECISION

To keep Cabinet informed of performance against budget for Capital and Revenue in the current financial year based on the data in the reported period.

CORPORATE STRATEGY How does this proposal support our Corporate Priorities Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk	
Promote growth and prosperity to benefit West Norfolk	
Protect our Environment	
Efficient and effective delivery of our services	The report provides data to ensure monitoring of Council spend and income with the aim of providing Cabinet with opportunity to discuss and consider action as a result.
Support our communities	

REPORT DETAIL

1. Introduction

1.1. The Council set its budget for both Revenue and Capital at its meeting on 26 February 2026. This report provides an assessment of the council's financial performance against its 2026/2027 approved budget, incorporating key financial risks, issues, and opportunities since 1 April 2026 for revenue and capital items. The year-end forecasts, reported here, take into consideration emerging data from service managers along with actual income and expenditure for the period 1 April 2026 to 30 September 2026.

1.2. At the end of Quarter 2, the Bank of England base rate was at 3.75%, unchanged from June 2026. For the 12 months ending 30 September 2026, inflation is at 3.5%, an increase from 2.6% in June 2026. This is above the 2% target level set by Government. The lasting effect from inflation on individuals and businesses is being monitored by Council services in terms of impacts:

- from increasing revenue costs and demand for the Council's services
- risk to recovery of monies collected by the Council
- risk that could delay and/or increase the cost of capital projects
- slow sales from the housing development programme increases pressure on the Council's cashflows

1.3. The key sections of the report are laid out as follows:

- General Fund (Revenue) – Section 2. and Appendix 1
- Capital – Section 3, Appendix 2 and Exempt Report
- Reserves – Section 4

2. Revenue Budget Monitoring 2026/2027

2.1. Table 1 shows a summary of the forecast revenue position for the year with consideration to actual spend and income during the period 1 April 2026 to 30 September 2026. Notes to the below summary follow table 1 and further detail of the movements can be seen in Appendix 1.

Table 1 – Revenue Forecast Summary

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Corporate Services	2,787,700	1,188,860	976,354	(212,506)	2,787,700	0	3.1
Chief Executive	2,534,900	1,319,620	1,169,823	(149,797)	2,534,900	0	3.2
Environment and Planning	1,884,998	2,199,980	1,896,989	(302,991)	1,631,525	(253,473)	3.3
Health, Wellbeing and Public Protection	556,480	(256,300)	(380,716)	(124,416)	556,480	0	3.4
Corporate Governance & Compliance	2,985,600	1,364,520	1,307,474	(57,046)	3,035,600	50,000	3.5
Leisure and Culture	1,850,970	698,130	1,158,387	460,257	2,095,290	244,320	3.6
Operations and Commercial	(225,640)	(703,940)	(1,138,145	(434,205)	(551,655)	(326,015)	3.7
Property Services	(1,516,150)	(799,310)	(297,822)	501,488	(1,418,820)	97,330	3.8
Regeneration Housing & Place	752,220	922,220	1,087,571	165,351	752,220	0	3.9
Finance	8,611,950	5,087,210	4,860,817	(226,393)	8,254,840	(357,110)	3.10
Cost of Services	**20,223,028**	**11,020,990**	**10,640,731**	**(380,259)**	**20,016,875**	**(206,153)**	
Financing Adjustment	3,561,460	0	0	0	3,561,460	0	3.11
Internal Drainage Boards	3,870,591	1,934,520	1,909,761	(24,760)	3,821,072	(49,519)	3.12
Borough Spend	**27,655,079**	**12,955,510**	**12,550,492**	**(405,018)**	**27,060,612**	**(594,467)**	
Contributions to /(from) Reserves	1,189,927	0	592,018	592,018	1,971,395	781,468	
Borough Requirement	**28,845,006**	**12,955,510**	**13,142,510**	**187,000**	**29,032,006**	**187,000**	
Revenue Support Grant	(16,983,200)	(8,568,608)	(8,568,608)	0	(16,983,200)	0	
Other Government Grants	(2,839,720)	(583,027)	(770,027)	(187,000)	(3,026,720)	(187,000)	3.12
Council Tax	(9,022,086)	(3,803,875)	(3,803,875)	0	(9,022,086)	0	
Grand Total	**(28,845,006)**	**(12,955,510)**	**(13,142,510)**	**(187,000)**	**(29,032,006)**	**(187,000)**	

2.1.1. Key points of note:

- Exceptionally dry conditions were impacting the work of the ground's maintenance services, for example reducing the need for grass cutting, increasing need for flower bed maintenance. Variations to these costs occurred throughout quarter 2 and resulted in a revised favourable forecast of (£142k). The weather may also have contributed to a favourable position on car parking income with an estimated favourable forecast of (£403k).

- Work to review property related budgets with a view to creating a Corporate Landlord model may result in variances to forecast and will be reported during the year. Spend on Business Rates for empty and Council occupied industrial units has been reported with an adverse variance of £97k.

- The discretionary element of Housing Benefit payments for provision of temporary and supported accommodation has been reduced as a result of proactive solutions to access property that better meets the needs of users whilst also being at a reduced cost compared to hotel accommodation. This has resulted in an estimated favourable variance of (£357k).

- The events team keep under review public safety measures, with consideration to Martyn's Law (2025) and reports additional costs associated with this but aims to contain these costs within overall events net spend.

- Government grant of (£537k) towards Internal Drainage Board levies was confirmed and received in Quarter 2, (£187k) above budget.

2.2. Progress against the savings and efficiencies identified in the Medium-Term Financial Strategy (MTFS) is monitored as part of the Council's overall financial position. The MTFS 2025–2030, approved on 26 February 2026, includes a savings and efficiency target of £2.279m for 2026/2027. At the end of Quarter 2, £2.186m of savings and efficiencies are forecast to be achieved. The table below provides a RAG assessment of the level of confidence in delivery of the forecast savings by the end of the financial year.

2026/27 status update at Q2					
Status	**Q1**	**Q2**	**Q3**	**Q4**	**Full Year**
	Actual	**Actual**	**Estimated**	**Estimated**	
G – Green	£422,206	£275,104	£204,470	£234,470	£1,136,250
A – Amber	£27,500	£402,894	£217,500	£227,500	£875,394
R – Red	£0	£0	£70,000	£105,000	£175,000
Grand Total	**£449,706**	**£677,998**	**£491,970**	**£566,970**	**£2,186,644**

2.3. The turnover savings target assumes brief vacancies after staff leave. Where critical posts need immediate cover to maintain services, savings are offset by temporary or agency staffing, overtime and recruitment costs.

2.4. The cost of living pay award for 2026/2027 were agreed at 3.3% and have been actioned during September 2026 and take effect from 1 April 2026. The following table indicates potential turnover savings above the budgeted target. Given that this remains an emerging position, the additional saving has not been incorporated into the Quarter 2 forecast outturn at this stage and will continue to be monitored.

	Estimated Outturn £
Salaries	29,270,898
Cost of recruitment, agency, and professional fees	1,585,251
Total estimated costs	**30,856,149**
2026/2027 Budget	33,154,000
Turnover Savings Target	(1,350,000)
Savings over Target	(947,851)
Total estimated savings	**(2,297,851)**

3. Capital Budget 2026/2027

3.1. A summary of the position as at 30 September 2026 for the capital programme is shown below in Table 2. A detailed breakdown of the capital programme is included at Appendix 2 and the Exempt Report.

Table 2 – Capital Forecast Summary

	2026/2027 Approved Budget	**Budget to Q1 Monitoring Report**	**Adjusted for Rephasing: Budget to Q2 Monitoring Report**	**Actuals to 30 September 2026**
	£	**£**	**£**	
Tier 1 Major Projects				
Programme and Place	25,141,630	25,141,630	22,592,050	12,246,766
Regeneration, Housing and Place	14,219,750	14,219,750	12,970,440	1,920,558
Health, Wellbeing & Public Protection	7,858,850	7,858,850	5,458,850	351,802
Leisure and Culture	866,730	2,200,000	1,800,000	0
Total Tier 1	***48,086,960***	***49,420,230***	***42,821,340***	***14,519,126***
Tier 2 Operational Schemes				
Corporate Services	1,845,000	1,845,000	1,845,000	385,756
Health Wellbeing and Public Protection	2,637,530	2,637,530	2,593,300	1,123,139
Leisure And Culture	442,000	442,000	442,000	10,869
Operations and Commercial	1,917,940	2,167,940	2,050,810	486,805
Property Services	1,088,650	1,171,650	976,650	139,631
Total Tier 2	**7,931,120**	**8,264,120**	**7,907,760**	**2,146,200**

	2026/2027 Approved Budget	Budget to Q1 Monitoring Report	Adjusted for Rephasing: Budget to Q2 Monitoring Report	Actuals to 30 September 2026
Tier 3 Operational Schemes				
Leisure And Culture	1,442,000	1,442,000	672,000	0
Operations and Commercial	867,720	867,720	449,520	0
Property Services	420,500	420,500	270,500	0
Regeneration, Housing and Place	241,060	241,060	121,060	0
Total Tier 3	**2,971,280**	**2,971,280**	**1,513,080**	**0**
Exempt Items	**14,929,800**	**15,004,800**	**10,593,570**	**146,827**
Total Capital Programme (Tiers 1 2 3)	**73,919,160**	**75,660,430**	**62,835,750**	**16,812,153**

3.2. The Quarter 2 review has resulted in a revised 2026/2027 capital programme of £62.836m, compared with £75.660m reported at Quarter 1. The movement principally reflects the latest delivery profiles for individual schemes and the rephasing of expenditure between financial years. The significant programme amendments are explained below, with the detailed programme set out at Appendix 2 and within the Exempt Report where appropriate.

3.3. The following are requested to move from tier three to tier two:

Project	Budget	Note
Depot car park Improvement	£60,000	3.3
Toilet roof – Seagate Road, Hunstanton	£30,000	3.4
Accommodation Refresh	£75,000	3.5
Hunstanton Public Realm	£35,000	3.6
Lynnsport Toilets	£50,000	3.7

3.4. Depot Car Park Improvement - work required to resurface car park and extend operations at the depot.

3.5. Toilet Roof, Seagate Road, Hunstanton - urgent works were required following a leak near an electrical unit.

3.6. Accommodation Refresh – Furniture replacement programme to support office optimisation and health and safety risk assessment.

3.7. Hunstanton Public Realm – Replacement and repair of railings in Esplanade Gardens.

3.8. Lynnsport Toilets - £50k is allocated to refurbish toilets in both facilities (Sports Barn and Kaset Skatepark). The project will provide compliant, accessible and inclusive

toilet facilities, reflecting current accessibility requirements, UK Active guidance and the EHRC Codes of Practice.

3.9. Notes to forecast and programme amendments

3.10. Coastal Defence Works; £7,858,850 is currently budgeted in tier 1 of the capital programme for the current year. The nature of this work is such that a number of consents and licences are required, which will also determine the timing of these works. As a result of these requirements the forecast for the current years is reprofiled to next year by £2.4m.

3.11. West Norfolk Racket and Community Sports Hub; is now reported at Tier 1 of the Capital Programme, following a report approved at Council on 29 July agreeing the scope of this project to three covered padel courts, weatherproofed tennis courts and a multi-use games area. The budget requirement for the works is £2,200,000, part funded with a grant of £1,000,000. The target date for these works is currently estimated to fall into the next financial year. The forecast for the current financial year has been reduced by £400k to reflect this.

3.12. South Lynn fire Safety Training Facility; £30,000 is removed from the Programme, following confirmation the funding award from Community Infrastructure Levy.

3.13. Town Deal - St George's Guildhall Project; The 2026/207 budget (per the appendix) is £8.7m, latest cashflow as at report date has expected costs for 2026/2027 of £8.0m, a £0.7m difference. The spend profile is weighted towards the last six months, (Quarter 1, £0.7m; Quarter 2, £1.5m; Quarters 3 and 4 are £3m each. Spend is on track with an expected carry over into 2027/2028.

3.14. Town Deal - Active Clean and Connectivity; The 2026/2027 budget (per the appendix) is £3.4m. Following the planning decision the project awaits retendered prices from the contractor. Budget updates and costs have resulted in a £308k budget reprofile to this year, which would fully utilise the project contingency if further savings are not identified*.*

3.15. Lynnsport Investment – Adaptive Sports Hub; This is added to the Capital Programme at Tier 3 to provide funding for feasibility at a cost of up to £30k. Working with the charitable trust on a purpose-built facility for an inclusive sport and physical activity destination for people with disability, additional support needs or long-term health conditions.

4. Reserves

4.1. The main reasons the Council holds reserves are to:

- manage known financial risks
- hold funding as one-off contributions to expenditure, allowing ongoing revenue budget reductions
- manage timing difference between the receipt of funding and actual spend
- hold ring-fenced funds such as specific grants

4.2. The Council approved budget for the 2026/2027 financial year included a contribution of £1,189,927 to the General Fund Reserve. Based on the quarter 2 forecast, the contribution is now estimated at £1,971,395, reflecting the improved forecast revenue position. The resulting forecast General Fund Reserve balance at 31 March 2027 is £11.877,897, as shown in Table 3 below.
Table 3

Projected Movements in General Fund Balances	**2026/2027**
	£
Opening Balance	9,906,502
Estimated contribution to / (from) GF Fund Budget	1,971,395
Closing Balance	11,877,897

4.3 The General Fund Reserve Balance is used to support the revenue budget as set out in the Medium-Term Financial Strategy. However, the council also holds a number of earmarked reserves which are held for specific purposes. Table 4 shows the budgeted movements to/(from) earmarked reserves and provides notes in respect of any in year movements against these reserves for the period 1 April 2026 to 30 September 2026

Table 4 – Earmarked Reserves Summary

Reserves	Opening balance April 2026	Budgeted movements To/(From) Revenue	Transfers between reserves	In year movements To/(From) Revenue	Note	Outturn Balance March 2027
Ring Fenced Reserves						
Amenity Areas	(61,594)	-	-	-		(61,594)
Capital Programme Resources	(784,339)	520	-	-		(783,819)
Collection Fund Adjustment Reserve	(7,479,022)	-	157,094	-		(7,321,928)
Grants Reserves	(3,112,016)	8,600	948,515	-		(2,154,901)
Holding Accounts	(74,296)	-	3,000	-		(71,296)
Other	(229,422)	(51,510)	-	-		(280,932)
Planning Reserves	(179,648)	459,800	-	-		280,152
Repairs and Renewal Reserves	(613,093)	(146,920)	(122,305)	-		(882,317)
Ring Fenced Reserves	(7,979,117)	(1,626,190)	(1,205,300)	12,500	1	(10,798,107)
Educational Skills Attainment	(187,902)	-	-	-		(187,902)
Sub Total	**(20,700,448)**	**(1,355,700)**	**(218,996)**	**12,500**		**(22,262,644)**
Risk Management						
Capital Programme	(64,413)	-	-	-		(64,413)
Holding Accounts	-	-	-	-		-
Insurance	(283,988)	(12,200)	-	-		(296,188)
Planning Reserves	(22,947)	-	-	-		(22,947)
Ring Fenced Reserves	(45,155)	-	-	-		(45,155)
Sub Total	**(416,503)**	**(12,200)**	**-**	**-**		**(428,703)**
Service Delivery						
Capital Programme Resources	(6,375,602)	(260,610)	1,328,754	7,238	2	(5,300,220)
Climate Change Strategy	(491,646)	48,760	-	-		(442,886)
Grants Reserves	(1,803,019)	(63,000)	-	18,140	3	(1,847,879)
Holding Accounts	(1,189,995)	(70,000)	(52,753)	2,495	4	(1,310,253)
Planning Reserves	(167,050)	-	-	167,050	5	-
Project Reserves	(675,910)	-	-	-		(675,910)
Change Management	(2,046,841)	416,240	(1,104,625)	500,000	6	(2,235,226)
Repairs and Renewal Reserves	(729,012)	5,380	47,619	-		(676,012)
Ring Fenced Reserves	(44,414)	(10,000)	-	-		(54,414)
Sub Total	**(13,523,488)**	**66,770**	**218,996**	**694,923**		**(12,542,800)**
Grand Total	**(34,640,439)**	**(1,301,130)**	**-**	**707,423**		**(35,234,146)**

4.4 Notes to Table 4

4.4.1 Budgeted Movements (to)/from reserves total (£1,301,130): Movements (to)/from reserves which were included within the approved budget.

4.4.2 **Transfers between reserves:** A review of all commitments against reserves has been undertaken. This has released £372,753 from various earmarked reserves. From this £250k has been transferred to the Cabinet Emergency fund as explained below. And the balance of £122,753 transferred to the Change Management Reserve.

£250k has been transferred from other reserves to establish a Cabinet Emergency Reserve. An evidence-led process is in place to assess funding requests on a

case-by-case basis, supported by assessment criteria and senior officer advice. The reserve has been created by repurposing funds previously held for Leader-led community support.

The fund total of £250,000 is intended to provide one-off capital or revenue funding to charities, voluntary organisations, community interest companies, parish councils, public sector bodies, and other not-for-profit organisations where either:

- An unforeseen financial need threatens the continuation of an important service or community asset; or

4.2.1. An opportunity arises to deliver projects that support the council's Corporate Plan objectives and priorities.

4.4.3 In year movements (to)/from revenue total £707,423: This balance accounts for other movements, that have been determined in-year, to and from reserves during the year of £707,423. See notes below.

Note 1: Ring Fenced Reserves: The in-year movement noted in table 4 relates to funding allocated from the Cabinet Emergency Reserve to the end of quarter 2 under the agreed delegated arrangements

Note 2: Capital Programme Resources: Careline Transfer to revenue. Total £7,238.

Note 3: Grants Reserves: To cover the cost of Revenues and Benefits software and collection fund suite. Total £18,140.

Note 4: Holding Accounts: Contribution to fund the Local Hero awards.Total £2,495.

Note 5: Planning Reserves: Release of funds to help support the cost of the Local Plan. Total £167,050.

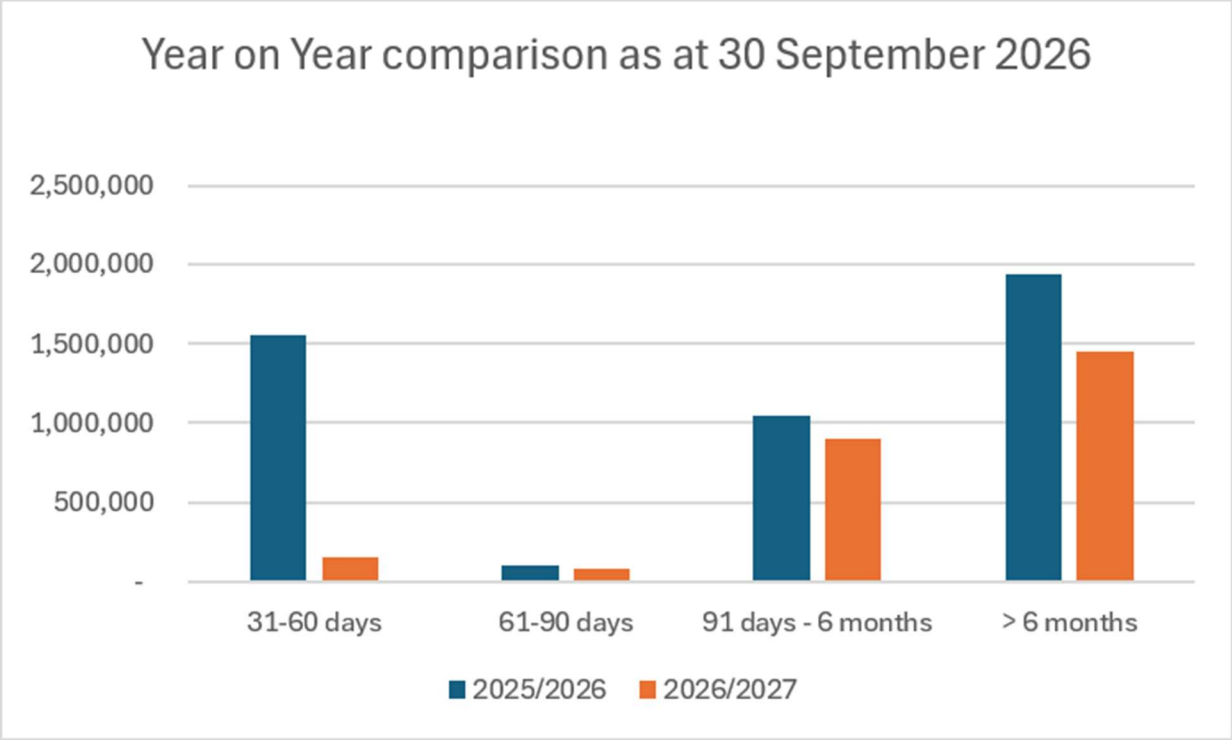
Note 6: Change Management: Agreed provision of £500,000 towards LGR costs pending further notification of need.

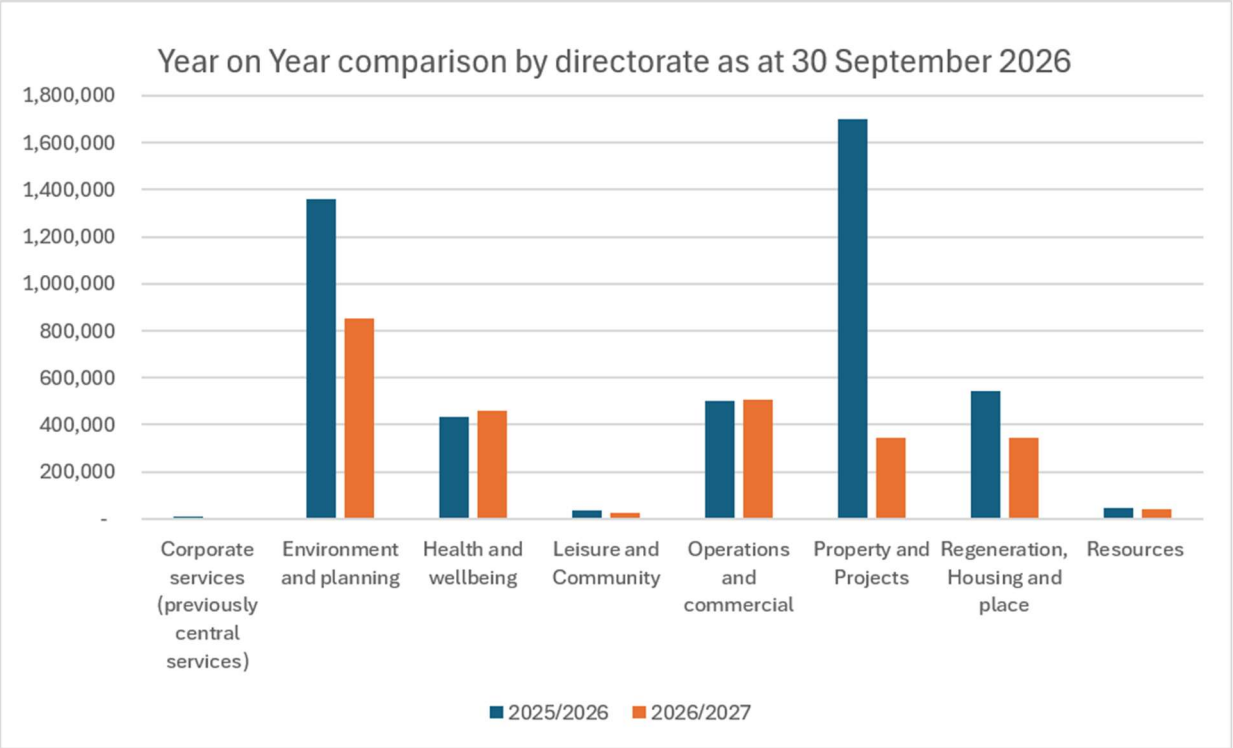
5. Age Debt Analysis

5.1. The effective management and collection of debt is an essential contributor to the councils' financial resources. Debt recovery levels can be volatile and at risk especially when there is economic financial instability.

5.2. *Sundry Debtors Arrears Monitoring*

5.2.1. Data for performance reporting continues ***to show improvement in year-on-year performance.*** The first table below shows the comparison of overdue debt between 2025-26 and 2026-27 as at 30 September in each year based on age. The second table shows the comparison at directorate level.



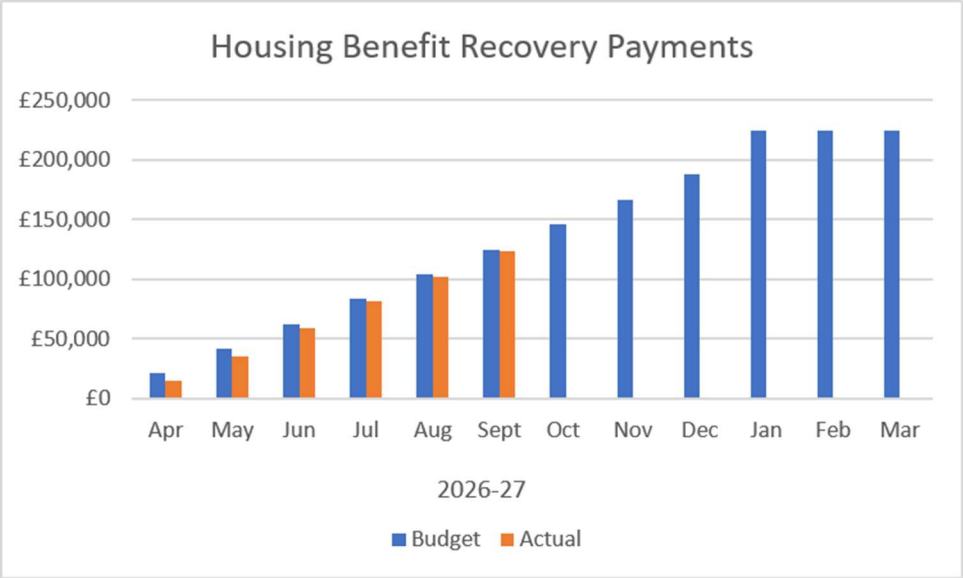


5.2.2. In summary, robust reminder, service cessation and targeted recovery processes are maintained. At the same time the Council operates a commitment to fair and proportionate recovery of money owed to the council.

5.3. Housing Benefit Overpayment Recovery Monitoring

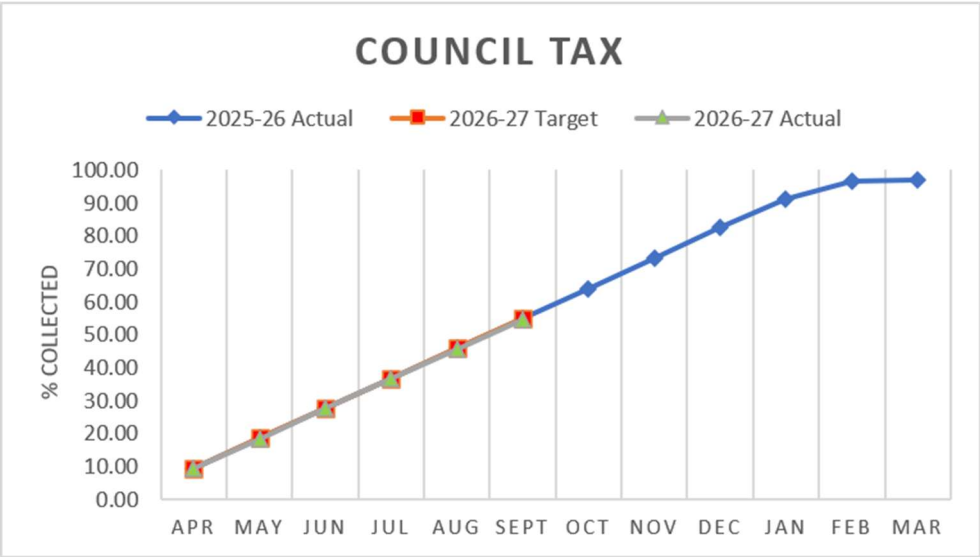
5.3.1. In relation to Housing benefits overpayment recovery, the target as of 30 September 2026 is £124,980 and £122,982 has been raised in invoices. See table

below showing monthly performance against budget for 2026/2027.

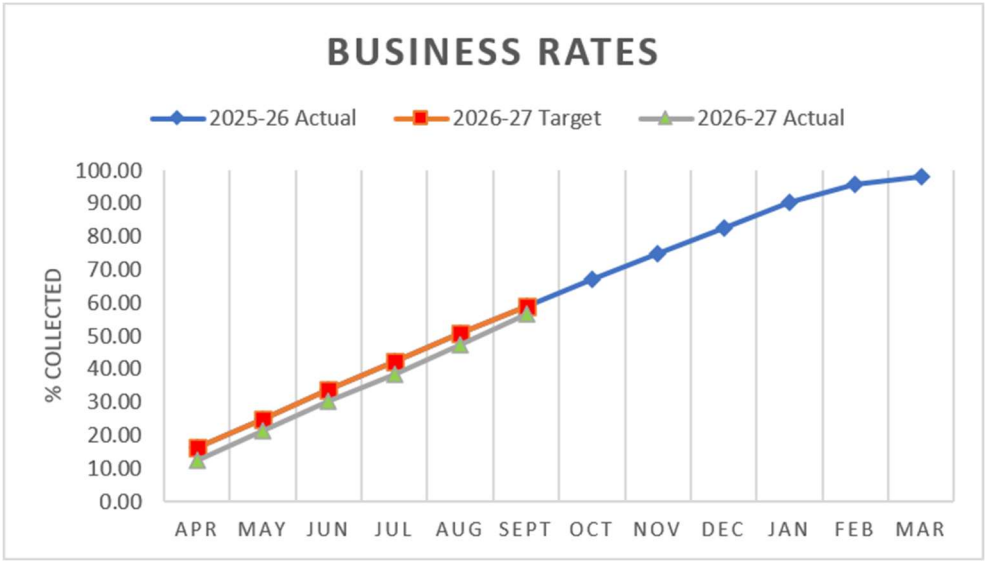


5.4. *Council Tax and Business Rates*

5.4.1. As of 30 September 2026, 54.65% of council tax has been collected against the target of 55.06% which is 0.41% less than the same period last year and therefore on track with target collection rate. See chart below with comparison.

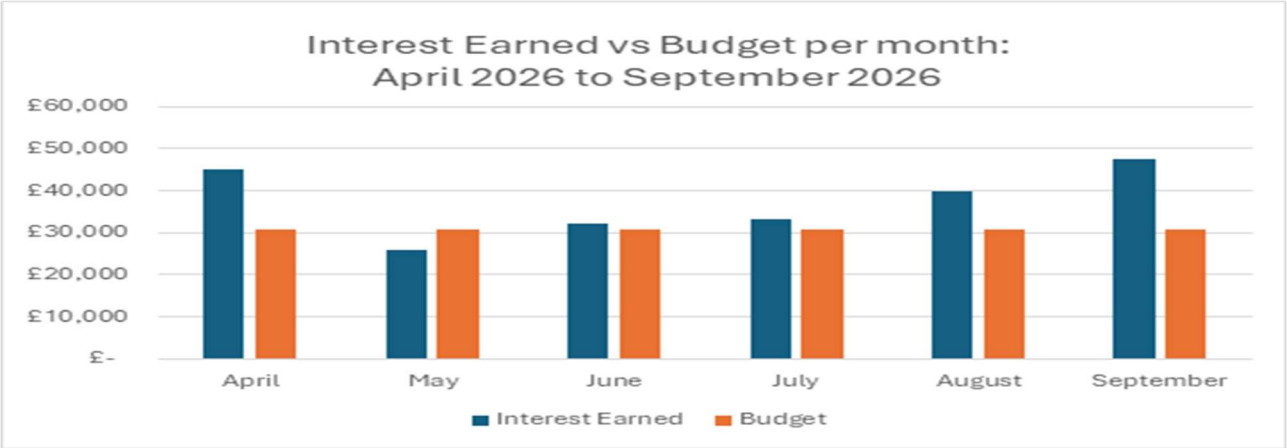


5.4.2. As of 30 September 2026, 56.74% of business rates has been collected against the target of 59.07%, which is 2.33% less than the same period last year, itself an improvement of 1% from quarter 1. The Government undertook a Business Rates reset for 2026/2027 and therefore given significant changes to discounts and liability thresholds, councils can expect a reduction in collection rates. Enquiries from liable parties increased for the early part of the year, but existing processes are expected to return collection to projected levels within year. See chart below with comparison.



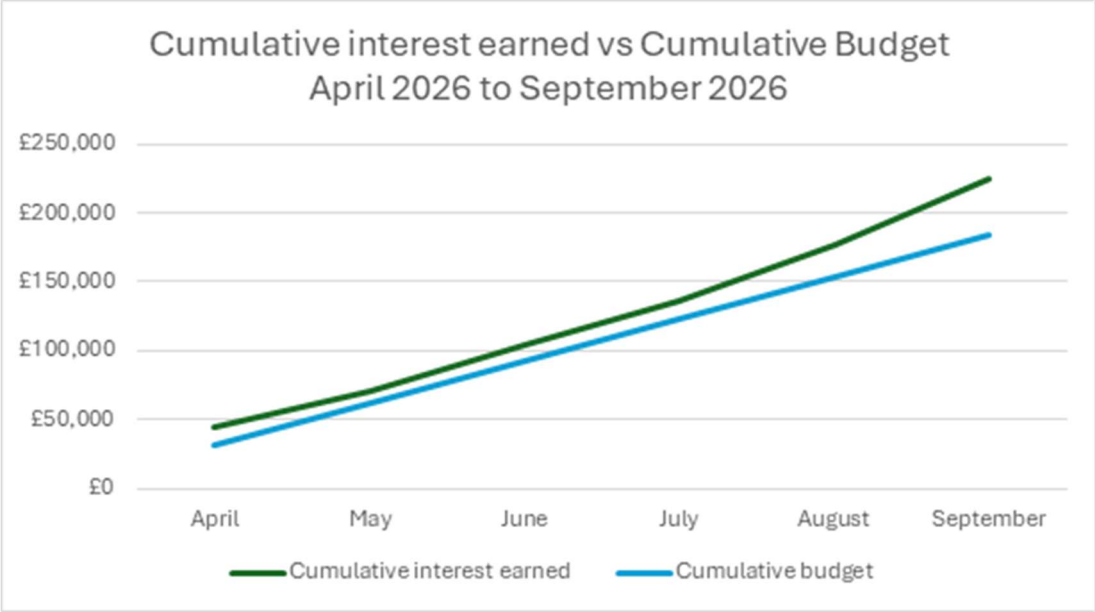
6. Treasury Management

6.1. The "Treasury Management Strategy Statement and Annual Investment Strategy 2026/2027 was approved by Council on 3 February 2026. The Council's Treasury Management Strategy will be updated as appropriate for any changes made to the CIPFA code of practice. The graph below compares the interest earned each month to the forecast budget.

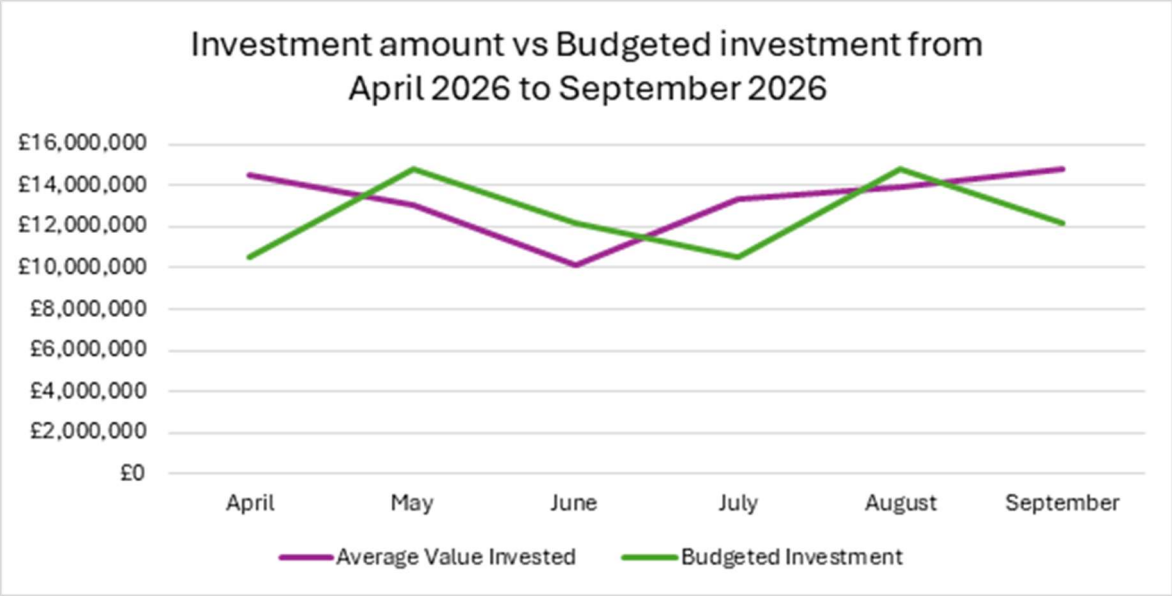


6.2. The Bank of England base rate has remained above where economists predicted it to be, the council builds its investment income estimate around this core data. In the period banking institutes are paying a higher rate of return than originally estimated, quarter 2 income generated from investments is slightly higher than

originally expected. The graph below compares the cumulative interest earned and forecast budget.



6.3. The graph below compares the average value invested each month to the forecast budget.



6.4. The tables below show the closing values in borrowing and investments.

Borrowings

Institution	Principal £	Rate %
PWLB	28,000,000	4.70%
West Midlands Combined Authority	5,000,000	5.15%
Short Term Loans	**32,000,000**	
Long Term Loans	0	
Total Borrowings	**32,000,000**	

Investments

Institution	Principal £	Rate %
LGIM - MMF	905,000	3.90%
Total Money Market Fund Investment	**905,000**	
Barclays FIBCA	50,000	2.95%
Total Other Investments	**50,000**	
Overall Investments	**955,000**	

8. Financial Implications

8.1 The report summarises the risks to and potential for variances against budgeted spend and income. For this period variances against revenue budget are unchanged and Capital spend amendments are reported in accordance with delegated powers where not contained within the programme reported to Council in February 2026.

7. HR Implications

7.1. National negotiations over the cost of living pay award for 2026/2027 were agreed at 3.3% and have been actioned during September 2026 and take effect from 1 April 2026.

8. Policy Implications

8.1. There are no policy implications arising from this report.

9. Climate Change and Environmental Implications and considerations

9.1. The Capital Programme includes projects within the approved budget that support reduction of Carbon footprint, cost effective energy use from sustainable sources and coastal defence investment.

10. Statutory and Legal Implications

10.1. Local Government Act 2003 (Section 28) requires local authorities to monitor income and expenditure against the budget during the financial year. It also

imposes a duty to take action in the event of a significant projected shortfall in income or overspend.

10.2. Section 151 of the Local Government Act 1972 requires the chief finance officer to ensure the proper administration of the Council's finances. S114 of the Local Government Finance Act provides further reporting requirements if expenditure is likely to exceed available resources.

11. Local Government Reorganisation Implications

11.1. A number of preparatory workstreams took place during quarter 1 and quarter 2 across Norfolk Authorities to ensure readiness for meeting Government requirements. On the 7 September 2026 Central Government took the decision to pause LGR activity pending a further announcement later in the year, following reconsideration of its decisions. The forecast has not yet been amended to reflect this, whist the Council awaits further clarification of its duties under the LGR activity.

12. Health and Safety Implications

The Capital Programme includes a spend in accordance with am equipment replacement programme to replace equipment that no longer meets safety standards.

13. Consultees

Assistant Directors and Service Managers are consulted on their forecast spend and income.

14. Equality Impact Assessment

See attached.

15. Risk Management Implications

The Corporate Risk Register includes Financial Sustainability, of which this report forms part of the mitigating actions.

16. Conclusion

16.1. The primary objective of this report is to monitor service area performance against allocated budgets and to consider variances to the budget figure in the light of current circumstances.

16.2. Careful budgetary control throughout the year ensures that resources are applied as planned, fulfilling the goal to secure the long-term economic future of the borough. Budgetary control is applied in a consistent manner across all budgets, and individual decisions to be taken during the financial year are reviewed for

impact on a case-by-case basis before they are taken, so that any identified impact can be considered and taken into account at the appropriate time.

16.3. The content of this budget monitoring report is designed to enable councillors and senior officers to see the financial position of the Council as a whole, as required by the Local Government Act.

LIST OF APPENDICES
• Appendix 1 – Revenue forecast
• Appendix 2 – Capital Programme

LIST OF BACKGROUND PAPERS
• Medium Term Financial Strategy – Council 26 February 2026

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	Quarterly Budget Monitoring reports to Cabinet			
Is this a new or existing policy/ service/function? *(tick as appropriate)*	New		Existing	Y
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.	The report provides a forecast of spend and income against budget for Revenue and Capital.			
Who has been consulted as part of the development of the policy/service/function? – new only *(identify stakeholders consulted with)*	The Corporate Leadership Team, Portfolio Holders.			

Question	**Answer**				
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? Please tick the relevant box for each group. NB. Equality neutral means no negative impact on any group. ***If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.*** **For more information on health inequalities please visit The King's Fund*		Positive	Negative	Neutral	Unsure
	Age			√	
	Disability			√	
	Sex			√	
	Gender Re-assignment			√	
	Marriage/civil partnership			√	
	Pregnancy & maternity			√	
	Race			√	
	Religion or belief			√	
	Sexual orientation			√	
	Armed forces community			√	
	Care leavers			√	
	Health inequalities*			√	
	Other (eg low income, caring responsibilities)			√	

Please provide a brief explanation of the answers above: The report states factual data based on actual spend and income of the Borough Council, it is not a policy.		
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?	~~Yes~~ / No	It reports estimated data for spend and income without prejudice
3. Could this policy/service be perceived as impacting on communities differently?	~~Yes~~ / No	It reports estimated data for spend and income without prejudice
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: No impacts identified.** **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?	~~Yes~~ / No	**Please provide brief summary:**
Assessment completed by:		

Name	**Carl Holland**		
Job title	**Assistant Director - Finance**		
Date completed	**23 October 2026**		
Reviewed by EWG member	**Louise Gayton**	**Date**	**XX/XX/2026**

Appendix 1

3.1

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Corporate Services							
Corporate Initiatives	45,000	0	0	0	45,000	0	
Project Management Office	205,700	102,780	65,359	(37,421)	205,700	0	
ICT	1,756,500	649,160	471,390	(177,770)	1,756,500	0	IT software and hardware maintenance actuals to date, is below budget due to the timing of annual renewals not being reflected within the budget profile.
HR & OD	780,500	436,920	439,604	2,684	780,500	0	
Total	**2,787,700**	**1,188,860**	**976,354**	**(212,506)**	**2,787,700**	**0**	

3.2

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Chief Executive							
Corporate Management Team	1,837,400	902,840	826,224	(76,616)	1,837,400	0	Underspend to date on direct salaries, with backfill costs currently charged to corporate costs. This is monitored in turnover savings.
Guildhall & Arts	176,100	132,960	82,104	(50,856)	176,100	0	Cost to date do not reflect Insurance costs not yet allocated.
Corporate Communications	521,400	283,820	261,495	(22,325)	521,400	0	Under budget on professional fees, more work being undertaken in-house.
Total	**2,534,900**	**1,319,620**	**1,169,823**	**(149,797)**	**2,534,900**	**0**	

3.3

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Environment and Planning							
Back Office	267,500	139,470	106,361	(33,109)	267,500	0	
Community Infrastructure Levy	(10)	733,480	733,480	0	(10)	0	
Development Control	278,370	367,550	97,720	(269,830)	24,897	(253,473)	Planning fees income is ahead of profile budget. The forecast considers historic trend for rest of the year.
Emergency Planning	127,900	59,660	52,114	(7,546)	127,900	0	
Flood Defence	145,900	76,720	144,528	67,808	145,900	0	Hunstanton Promenade repairs. Utilising earmarked reserves where appropriate. No change to forecast required.
Local Land Charges	(360,502)	(112,200)	(112,157)	43	(360,502)	0	Land charges income is predicted to be at similar levels to last year, with costs supporting forecast at budgeted levels.
Planning Policy	712,800	561,150	578,531	17,381	712,800	0	
Pollution Monitoring	510,740	281,990	246,831	(35,159)	510,740	0	
Street Naming & Numbering	58,200	25,880	16,331	(9,549)	58,200	0	
Licensing	144,100	66,280	33,251	(33,029)	144,100	0	
Total	**1,884,998**	**2,199,980**	**1,896,989**	**(302,991)**	**1,631,525**	**(253,473)**	

3.4

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Health, Wellbeing and Public Protection							
Care & Repair	(1,737,620)	(833,610)	(855,329)	(21,719)	(1,737,620)	0	Winter Pressures grant income received, spend is profiled for later in financial year.
Careline	(134,480)	(595,020)	(608,157)	(13,137)	(134,480)	0	Income on target, will be offset by costs during the year for purchases of Pearl Advanced pendant with built in fall detection.
Community Safety & Nuisance	1,007,180	475,100	456,896	(18,204)	1,007,180	0	Out of Hours costs currently below budget, this may change before year end.
Community Transport	115,100	58,690	63,911	5,221	115,100	0	
Corporate Health & Safety	4,200	1,220	(2,364)	(3,584)	4,200	0	
Food Hygiene	729,000	358,230	348,308	(9,922)	729,000	0	
Housing Standards	573,100	279,090	216,019	(63,071)	573,100	0	Govt grant income received, will need to be aligned to costs and treated as grant received in advance if underspent.
Total	**556,480**	**(256,300)**	**(380,716)**	**(124,416)**	**556,480**	**0**	

Appendix 1

3.5

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Corporate Governance & Compliance							
Corporate Governance	446,800	213,450	231,117	17,667	446,800	0	Interim staffing costs expected to be above budget whilst recruitment takes place. That spend is expected to be offset by wider staff turnover savings.
Councillor Community Grant	55,000	27,480	15,152	(12,328)	55,000	0	The underspend to date reflects the use of the funds to date. £55k is still anticipated to be fully utilised.
Councillors	889,700	399,900	410,243	10,343	889,700	0	
Mayoral Allowances	51,500	25,740	22,149	(3,591)	51,500	0	
Democratic Process & Events	437,600	213,960	187,130	(26,830)	437,600	0	Underspend on salaries to date contributes to turnover savings target,
Elections	501,400	221,200	146,583	(74,617)	501,400	0	Costs expected to align to budget after accounting for recharges for PCC elections.
Legal Services	603,600	262,790	295,101	32,311	653,600	50,000	Legal Fees for various defence and appeals work. Forecast reflects higher than budgeted. This is estimated and will be monitored throughout the year.
Total	**2,985,600**	**1,364,520**	**1,307,474**	**(57,046)**	**3,035,600**	**50,000**	

3.6

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Leisure and Culture							
Community Centres	(1,000)	22,880	(3,264)	(26,144)	(29,810)	(28,810)	Fairstead Room Hirings better than budgeted.
Community and Sports Development	(139,200)	(111,160)	(10,691)	100,469	(84,390)	54,810	Margin between costs and income/grants for Activity Club less favourable than budgeted.
Leisure and Culture	1,471,070	572,820	957,762	384,942	1,725,909	254,839	Income from Leisure below that budgeted and forecast revised by £178k. Culture services income forecast revised downwards along with an increase of staff costs to ensure service cover.
KL Arts Centre	101,400	43,660	29,652	(14,008)	101,400	0	Salary savings contribute to wider turnover savings target. Utility costs costs are currently reduced below budget and accruals are likely to lead to a reduced forecast for spend at Q3.
Town Hall, Stories of Lynn and Custom House	418,400	150,910	157,297	6,387	373,501	(44,899)	Income from events and lettings improved over that budgeted.
Pavilions & Grounds	300	19,020	27,632	8,612	8,680	8,380	Repairs & Maintenance - plumbing and heating compliance
Total	**1,850,970**	**698,130**	**1,158,387**	**460,257**	**2,095,290**	**244,320**	

Appendix 1

3.7

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Operations and Commercial							
Allotments	(7,800)	660	(3,769)	(4,429)	(17,123)	(9,323)	Proactive management of letting changes is keeping costs within budget and income improving above budget.
Carparking King's Lynn & West Norfolk	(2,880,200)	(1,729,190)	(1,761,168)	(31,978)	(3,283,963)	(403,763)	Additional income above budget, dry summer has aided this.
Carparking Shared Services	(480,800)	(568,740)	(870,219)	(301,479)	(480,800)	0	Spend to date does not yet include overheads and recharges.
CCTV	(184,210)	(166,720)	(159,683)	7,037	(184,210)	0	
Cleansing & Street Sweeping	2,201,460	1,023,770	949,548	(74,222)	2,201,460	0	The figures to date do not yet reflect revenue funding of capital spend, which remains in the capital programme.
Crematorium & Cemeteries	(1,132,600)	(501,400)	(504,881)	(3,481)	(902,978)	229,622	Cremation fees (standard charge) income is behind plan. Cremator maintenance costs unbudgeted for, £48k.
Depots	119,600	99,000	146,862	47,862	119,600	0	Costs will align with plan as the year progresses.
Events	139,000	69,480	213,068	143,588	139,000	0	Festival Too costs. Rental of crowd protection barriers & Stage/Stage inspection/Trailer stage rental Security services. Costs expected to be absorbed within budget.
General Markets	(7,300)	(3,540)	1,437	4,977	(7,300)	0	
Parks,Sport Grounds & Open Spaces	1,232,080	1,012,340	921,981	(90,359)	1,089,529	(142,551)	Exceptionally dry conditions are impacting the work of the ground's maintenance services, reducing the need for grass cutting, increasing need for flower bed maintenance.
Play Areas	100	34,020	30,607	(3,413)	100	0	
Pontoons	26,700	19,070	25,516	6,446	26,700	0	
Public Conveniences	353,700	191,140	270,950	79,810	353,700	0	Charges for repairs to be considered for capitalisation or contained with underspends elsewhere on Repairs and maintenance.
Refuse & Recycling	275,230	(172,160)	(583,036)	(410,876)	275,230	0	Composting credits high to this point of the year, seasonal impact expected to reduce in second half of year, Q3 will provide certainty following invoicing and receipt accruals from Q2.
Resort	23,800	(19,290)	160,210	179,500	23,800	0	The costs to date do not yet include lease and parking income which is profiled for later in the year.
Resort Investment Properties	(6,900)	(5,930)	(5,058)	872	(6,900)	0	
Section 106	(400)	(23,740)	(23,740)	0	(400)	0	
Town Centre Operations	102,900	37,290	53,231	15,941	102,900	0	Salary underspend, will be captured in the turnover savings target.
Total	**(225,640)**	**(703,940)**	**(1,138,145)**	**(434,205)**	**(551,655)**	**(326,015)**	

3.8

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Property Services							
General Properties	(160,320)	(67,070)	(108,606)	(41,536)	(160,320)	0	Actual to date is favourable, which reflects the lease and rental income tending to be raised in the early part of the year.
General Properties Investments	(218,800)	(1,920)	(2,200)	(280)	(218,800)	0	
Industrial Units	(1,410,300)	(679,470)	(422,493)	256,977	(1,312,970)	97,330	Business rates on empty units and those occupied by the Council, various locations. Asset use review underway to reduce liability.
KL Innovation Centre	(203,560)	(132,970)	(113,590)	19,380	(203,560)	0	Income from meeting room hire is favourable £13k to date. It may be prudent to transfer any surplus achieved to a maintenance reserve.
KL Art Centre Rentals	12,400	5,360	8,018	2,658	12,400	0	
Offices	(229,960)	(225,630)	(5,269)	220,361	(229,960)	0	Air Conditioning repairs and maintenance at Kings Court
Property Services	724,000	330,960	390,688	59,728	724,000	0	Interim staffing costs expected to be above budget whilst recruitment takes place. That spend is expected to be offset by wider staff turnover savings.
Shops and Offices	(148,500)	(75,480)	(75,629)	(149)	(148,500)	0	Income above plan, but forecast to be reviewed, as sector is increasingly uncertain as high street behaviours continue to change and retailer overheads increase.
Street Lighting	118,890	46,910	31,259	(15,651)	118,890	0	Revenue funding of the capital programme has not yet been included in the actuals to date.
Total	**(1,516,150)**	**(799,310)**	**(297,822)**	**501,488**	**(1,418,820)**	**97,330**	

Appendix 1

3.9

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Regeneration Housing & Place							
Conservation & Heritage	23,580	8,200	5,315	(2,885)	23,580	0	
Economic Regeneration	380,800	197,450	147,890	(49,560)	380,800	0	Grant income has not yet been offset against Pride in Place spend. Any unspent grant may be treated as receipt in advance in year and therefore the forecast will net to nil variation.
Housing Options	753,800	364,680	305,177	(59,503)	753,800	0	Housing options had vacant posts early in the year, this savings will be captured in the turnover savings target
Housing Strategy	448,300	228,260	108,337	(119,923)	448,300	0	Actuals to date do not yet reflect changes to rental and lease income forecasted from Housing Subsidiaries.
Museums	37,400	18,660	15,240	(3,420)	37,400	0	
Corporate Projects	120,400	57,330	264,266	206,936	120,400	0	To date figures do not yet include credits from internal recharges.
Regeneration Projects	37,300	44,940	95,458	50,518	37,300	0	Savings target for capitalisation of salaries not actioned in spend to date figures.
Tourism	121,900	67,790	55,333	(12,457)	121,900	0	
Housing Subsidiaries	(1,171,260)	(65,090)	90,556	155,646	(1,171,260)	0	Business planning and property leases/acquisitions under review with Boards and Shareholder committee.
Total	**752,220**	**922,220**	**1,087,571**	**165,351**	**752,220**	**0**	

3.10

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Finance							
Corporate Costs & Provisions	2,738,260	1,924,990	1,563,179	(361,811)	2,738,260	0	The spend to date has not actioned spend towards Local Government Re-organisation. At the time of writing announcement and impact of those announcement is not adjusted for in this cost area.
Corporate Insurance	148,800	518,140	696,328	178,188	148,800	0	Insurance cover period commences in January each year. Costs to date will be updated for new Policy period later in the year.
Financial Assistance	772,100	373,500	217,258	(156,242)	772,100	0	Spend to date does not yet reflect Councillor Community Grants expected spend for the year. That will follow the Cabinet meeting in November.
Financial Services	1,185,200	564,780	685,522	120,742	1,185,200	0	Cost to date reflect spend on overtime and interim staff to support the statement of Accounts at the beginning of the year.
Internal Audit & Fraud	186,350	85,030	64,486	(20,544)	186,350	0	
Procurement	130,400	77,560	79,958	2,398	130,400	0	
Customer information Centre	806,900	432,270	378,659	(53,611)	806,900	0	The underspend to date reflects turnover in staff and that saving is reflected in the turnover savings target
Revenues & Benefits	2,567,940	1,103,880	1,175,435	71,555	2,210,830	(357,110)	Housing Benefit expenditure is forecast to deliver a £357k favourable variance, primarily due to reduced use of higher-cost hotel accommodation and the provision of more cost-effective temporary and supported accommodation.
Special Expenses	64,000	1,060	0	(1,060)	64,000	0	
Treasury Management	12,000	6,000	(10)	(6,010)	12,000	0	
Total	**8,611,950**	**5,087,210**	**4,860,817**	**(226,393)**	**8,254,840**	**(357,110)**	

3.11

Forecast Outturn Position	Approved Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Forecast £	Forecast Variance £	Notes
Financing Requirement							
Interest Payable on Balances	10,000	0	0	0	10,000	0	
Interest Payable on Borrowing	1,382,000	0	0	0	1,382,000	0	The Council reprofiled its long term loan at the end of 205/2026. The resultant saving, can be discounted back to the Revenue budget over a 10 year period. This will be updated for quarter 3 to follow the mid year treasury review.
Interest Receivable - Capital Loans	(174,510)	0	0	0	(174,510)	0	
Interest Receivable - Other	(5,910)	0	0	0	(5,910)	0	
Interest Receivable -Treasury Investments	(368,620)	0	0	0	(368,620)	0	
Minimum Revenue Provision	936,800	0	0	0	936,800	0	
REFCUS	2,212,170	0	0	0	2,212,170	0	
Unsupported Borrowing	(430,470)	0	0	0	(430,470)	0	
Total	**3,561,460**	**0**	**0**	**0**	**3,561,460**	**0**	

Appendix 1							
3.12							
Forecast Outturn Position	**Approved Budget £**	**Budget to Date £**	**Actual to Date £**	**Variance to Date £**	**Forecast £**	**Forecast Variance £**	**Notes**
Internal Drainage Boards							
Internal Drainage Boards	3,870,591	1,934,520	1,909,761	(24,760)	3,821,072	(49,519)	The actual Internal Drainage Board Levies once notified to the Council were set at a lower level than that estimated.
Total	**3,870,591**	**1,934,520**	**1,909,761**	**(24,760)**	**3,821,072**	**(49,519)**	

Forecast Outturn Position	**Approved Budget £**	**Budget to Date £**	**Actual to Date £**	**Variance to Date £**	**Forecast £**	**Forecast Variance £**	
Total Borough Spend	27,655,079	12,955,510	12,550,492	(405,018)	27,060,612	(594,467)	

Appendix 1 Capital Programme

Tier 1,2 or 3	Project	2026/2027 Approved Budget	Budget to Q1 Monitoring Report	Rephasing Amendments to Q2 Monitoring Report	Budget to Q2 Monitoring Report	Actuals to 30 September 2026
	Florence Fields	15,982,630	15,982,630	(1,829,160)	14,153,470	7,727,751
	Nora Phase 5	344,860	344,860	(344,860)	0	
	Phase 3-Lynnsport 1	8,805,860	8,805,860	(406,650)	8,399,210	4,479,645
	Salters Road	8,280	8,280	31,090	39,370	39,371
Tier 1	**Programme and Place**	**25,141,630**	**25,141,630**	**(2,549,580)**	**22,592,050**	**12,246,767**
	Southgate Regen Area Business Rate Pool Contribution	73,440	73,440	0	73,440	
	Active and Clean Connectivity	3,409,190	3,409,190	308,810	3,718,000	147,069
	Riverfront Regeneration	1,994,950	1,994,950	(815,950)	1,179,000	257,619
	St Georges Guildhall Complex	8,742,170	8,742,170	(742,170)	8,000,000	1,515,871
Tier 1	**Regeneration, Housing and Place**	**14,219,750**	**14,219,750**	**(1,249,310)**	**12,970,440**	**1,920,559**
	Coastal Defence Works	7,858,850	7,858,850	(2,400,000)	5,458,850	351,802
Tier 1	**Health, Wellbeing & Public Protection**	**7,858,850**	**7,858,850**	**(2,400,000)**	**5,458,850**	**351,802**
	West Norfolk Racket and Community Sports Hub	866,730	2,200,000	(400,000)	1,800,000	
Tier 1	**Leisure and Culture**	**866,730**	**2,200,000**	**(400,000)**	**1,800,000**	**0**
	ICT Upgrade Roadmap	1,845,000	1,845,000	0	1,845,000	385,756
Tier 2	**Corporate Serivces**	**1,845,000**	**1,845,000**	**0**	**1,845,000**	**385,756**
	Careline - Replacement Vehicles	56,850	56,850	(56,850)	0	
	Careline-Replacement Alarm Units	60,000	60,000	42,620	102,620	102,618
	Community Safety Vehicle	30,000	30,000	(30,000)	0	
	Adapt Grant	1,622,480	1,622,480	0	1,622,480	412,608
	Careline Grant	25,000	25,000	0	25,000	3,240
	Disabled Facilties Grant	618,200	618,200	0	618,200	491,068
	Low Level Prevention Grants Misc	225,000	225,000	0	225,000	113,604
		2,490,680	2,490,680	0	2,490,680	1,020,520
Tier 2	**Health Wellbeing and Public Protection**	**2,637,530**	**2,637,530**	**(44,230)**	**2,593,300**	**1,123,138**
	Corn Exchange -Refurbish Seating	15,000	15,000	0	15,000	
	Corn Exchange -Internal Dec	10,000	10,000	0	10,000	
	Corn Exchange -Lighting Desk	0	0	0	0	
	Corn Exchange - Sound Desk	0	0	0	0	
	Corn Exchange -House Curtains	0	0	0	0	

Tier 1,2 or 3	Project	2026/2027 Approved Budget	Budget to Q1 Monitoring Report	Rephasing Amendments to Q2 Monitoring Report	Budget to Q2 Monitoring Report	Actuals to 30 September 2026
	Corn Exchange -Windows and Doors	0	0	0	0	
	Corn Exchange -Cinema Carpets and Décor	0	0	0	0	
	Corn Exchange -PA Speakers	0	0	0	0	
	Corn Exchange -Projectors	0	0	0	0	
	DMLC - Changing room refurb	40,000	40,000	0	40,000	
	DMLC - Replacement Distribution Boards	0	0	0	0	
	DMLC - Window Replacement (dryside)	20,000	20,000	0	20,000	
	DMLC - Car Park	33,000	33,000	0	33,000	
	DMLC - Plant Room	14,000	14,000	0	14,000	
	DMLC - New Boilers	120,000	120,000	0	120,000	
	L/Sport Gymnastics - Acro Floor and Tumble Track replacement	50,000	50,000	0	50,000	10,869
	L/Sport Track and Barn Line marking	0	0	0	0	
	L/Sport Window replacement	0	0	0	0	
	Oasis - Lockers	30,000	30,000	0	30,000	
	St James - Floor/Surface Replace	40,000	40,000	0	40,000	
	St James Pool plate heat exchange	10,000	10,000	0	10,000	
	Fairstead Community Cente Flooring Replacement	15,000	15,000	0	15,000	
	Town Hall Electrical Switch Replacement	0	0	0	0	
	Town Hall Redecoration	15,000	15,000	0	15,000	
	Town Hall Replacement flooring/stairs	10,000	10,000	0	10,000	
	Town Hall Roofing	0	0	0	0	
	Town Hall Stone Mason external works	20,000	20,000	0	20,000	
Tier 2	**Leisure And Culture**	**442,000**	**442,000**	**0**	**442,000**	**10,869**
	Bandstand Roof Replacement - Hunstanton	30,000	30,000	0	30,000	
	Car Pk Multi-storey Barrier Ticket Machine	38,130	38,130	0	38,130	
	Car Prk Multi-storey Lighting + Controls	102,470	102,470	0	102,470	
	Brown Bins/Compost	40,000	40,000	0	40,000	15,800
	Car Parks Pay & Display Machine Replacement	41,000	41,000	0	41,000	
	CCTV Factilities and Circuit Upgrade	361,000	361,000	0	361,000	41,249
	Decrim Car Park - County funded Equipment	12,500	12,500	0	12,500	
	Emergency Plan - Replace Radios	0	0	0	0	
	Green Bins/Recycling	40,000	40,000	0	40,000	39,606
	Grounds Maintenance Equipment	50,000	50,000	7,870	57,870	57,873
	Grounds Maintenance Vehicles	0	0	0	0	94,860
	Kings Lynn Public Realm	300,000	300,000	(250,000)	50,000	
	Mintlyn Crem - Memorial Gardens - Drainage for paths	50,000	50,000	0	50,000	40,632
	Mintlyn Crematorium - Customer Toilets Refurb	40,000	40,000	0	40,000	47,507

Tier 1,2 or 3	Project	2026/2027 Approved Budget	Budget to Q1 Monitoring Report	Rephasing Amendments to Q2 Monitoring Report	Budget to Q2 Monitoring Report	Actuals to 30 September 2026
	Mintlyn Crematorium - redecoration	3,210	3,210	0	3,210	
	Mintlyn Crematorium - Septic Tank	55,830	55,830	0	55,830	55,825
	Parks and Open Spaces Equipment	0	250,000	0	250,000	
	Play Area Equipment - King's Lynn (KLACC)	8,000	8,000	0	8,000	
	Public Cleansing Vehicles	68,000	68,000	0	68,000	37,426
	Public Conveniences	366,000	366,000	0	366,000	
	Refuse - Black Bins	40,000	40,000	0	40,000	20,623
	Beach Patrol Unit	30,000	30,000	0	30,000	24,150
	Resort - Visitor Digital Sign	50,000	50,000	0	50,000	
	Replacement Play Area Equipment	60,000	60,000	0	60,000	
	Resurfacing (various car parks)	61,800	61,800	0	61,800	
	Trade Bins	40,000	40,000	0	40,000	11,254
	Toilet Roof - Hunstanton Recreation Ground	30,000	30,000	0	30,000	
from T3 to T2	Depot Car Park resurface	60,000	60,000	0	60,000	
from T3 to T2	Toilet Roof - Seagate	30,000	30,000	0	30,000	
from T3 to T2	Hunstanton Public Realm	35,000	35,000	0	35,000	
Tier 2	**Operations and Commercial**	**2,042,940**	**2,292,940**	**(242,130)**	**2,050,810**	**486,805**
Finance	West Lynn Ferry Project					
Tier 2	**Regeneration Housing and Place**	**0**				
	Bus Stops	38,970	38,970	0	38,970	
	Re:Fit Project Street Lighting	83,680	93,680	0	93,680	45,807
	Re:Fit Project Lynnsport	27,000	60,000	(30,000)	30,000	
	Street Lighting	115,000	150,000	0	150,000	
	Depot LED Lighting	24,000	24,000	0	24,000	
	E-Energy Solar Project	355,000	355,000	(140,000)	215,000	
	Fire Doors - All Sites	250,000	250,000	(100,000)	150,000	93,824
	KLIC Office Optimisation	120,000	120,000	0	120,000	
	Town Hall Porch Refurbishment Works	0	80,000	0	80,000	
from T3 to T2	Accommodation Refresh	75,000	75,000	0	75,000	
Tier 2	**Property and Projects**	**1,088,650**	**1,246,650**	**(270,000)**	**976,650**	**139,631**
	Pool Pod Downham	82,000	82,000	0	82,000	
	L/Sport Fire Alarm	0	0	0	0	
from T3 to T2	L/Sport Barn and External Toilets	50,000	50,000	0	50,000	
	L/sport Adaptive Sports Hub	0	0	30,000	30,000	
	St James Fire Alarm Upgrade	80,000	80,000	0	80,000	

Tier 1,2 or 3	Project	2026/2027 Approved Budget	Budget to Q1 Monitoring Report	Rephasing Amendments to Q2 Monitoring Report	Budget to Q2 Monitoring Report	Actuals to 30 September 2026
	Oasis Café Roof	100,000	100,000	0	100,000	
	Oasis Electrical Maintenance	0	0	0	0	
	Oasis Air Handling	300,000	300,000	(300,000)	0	
	Oasis Accessible Doors	0	0	0	0	
	Oasis Toilets and Changing	290,000	290,000	0	290,000	
	Oasis Fire Alarm	0	0	0	0	
	Oasis Air Con Units	0	0	0	0	
	Oasis Tile Regrout	500,000	500,000	(500,000)	0	
	Downham Sports Pavillion Ambirads and Ceiling Joists	10,000	10,000	0	10,000	
	Downham Sports Pavillion Flooring and Tiling	11,000	11,000	0	11,000	
	Downham Sports Pavillion Cladding	19,000	19,000	0	19,000	
Tier 3	**Leisure And Culture**	**1,442,000**	**1,442,000**	**(770,000)**	**672,000**	**0**
	NSF Events Equipment	5,170	5,170	0	5,170	
	Christmas Lights Replacement	187,550	187,550	0	187,550	
	Digital Signage Installation - NTP	43,000	43,000	0	43,000	
	Parking/Gladstone Server Upgrade	12,000	12,000	0	12,000	
	Resort - Beach Safety Signage	45,000	45,000	0	45,000	
	Resort Recycling Bins Programme	200,000	200,000	(155,000)	45,000	
	Resurfacing (various car parks)	200,000	200,000	(138,200)	61,800	
	The Walks Accessible play Area	0	0	0	0	
	Refuse Vehicles	0	0	0	0	
	Personal Safety Devices	50,000	50,000	0	50,000	
Tier 3	**Operations and Commercial**	**742,720**	**742,720**	**(293,200)**	**449,520**	**0**
	Bergen Way Industrial Estate Roof Replacement	250,000	250,000	(150,000)	100,000	
	Asbestos Survey and Remedial works	65,000	65,000	0	65,000	
	Kings Court Roof	0	0	0		
	Property Management Software	75,000	75,000	0	75,000	
	Estate Roads - Resurfacing	30,500	30,500	0	30,500	
Tier 3	**Property and Projects**	**420,500**	**420,500**	**(150,000)**	**270,500**	**0**
	ICI/Active Travel Hub (KLIC2)	121,060	121,060	0	121,060	
	South Quay Stage 3	120,000	120,000	(120,000)	0	
Tier 3	**Regeneration, Housing and Place**	**241,060**	**241,060**	**(120,000)**	**121,060**	**0**
	EXEMPT ITEMS	**14,929,800**	**14,929,800**	**(4,336,230)**	**10,593,570**	**146,827**

	Total Capital Programme (Tiers 1 2 3)	**73,919,160**	**75,660,430**	**(12,824,680)**	**62,835,750**	**16,812,154**

Borough Council of
King's Lynn &
West Norfolk

REPORT TO CABINET

DATE OF MEETING	17 November 2026
REPORT TITLE	King's Lynn Masterplan & Parking Strategy
LEAD MEMBER	Cllr Simon Ring, Cllr Josie Ratcliffe
LEAD OFFICER	Duncan Hall
CONSULTEES	Joint Panel, Historic England, Environment Agency, Norfolk County Council, Local Stakeholder Groups, General Public, Internal departments.
WARDS AFFECTED	St Margaret's & St Nicholas, South and West Lynn, Gaywood Chase and North Lynn (main Masterplan Area Boundary).

KEY DECISION	YES/~~NO~~
DECISION MAKER	Cabinet Recommendations to Council ~~Part Cabinet Decision and Part Recommendations to Council~~ ~~Other Council Body~~
IS THE REPORT OPEN OR EXEMPT	OPEN/~~EXEMPT~~ with exempt appendices

FINANCIAL IMPLICATIONS	YES/~~NO~~
HR IMPLICATIONS	~~YES~~/NO
POLICY IMPLICATIONS	YES/~~NO~~
STATUTORY IMPLICATIONS	YES/~~NO~~
RISK MANAGEMENT IMPLICATIONS	YES/~~NO~~
ENVIRONMENTAL IMPLICATIONS	YES/~~NO~~
EQUALITY IMPACT ASSESSMENT COMPLETED	PRE SCREENING COMPELTED – CONFIRMED FULL EIA NOT REQUIRED

SUMMARY OF REPORT

This report proposes the adoption of the King's Lynn Masterplan and Parking Strategy, which have been prepared following extensive engagement, site and policy analysis. The masterplan sets out an ambitious and transformational vision, design principles and site-specific studies for the development of King's Lynn over the next 20-year period and beyond.

The Masterplan is underpinned by a Delivery Strategy [Appendix 5 EXEMPT] which assesses the initial financial viability, funding and delivery mechanisms to achieve the masterplan ambitions for opportunity sites and projects identified in the strategy.

The associated proposed King's Lynn Parking Strategy, both Non-technical Strategy and Supporting Technical Data report [Appendix 8 EXEMPT], also underpins the delivery of the masterplan and makes recommendations for how parking in the town centre can support the regeneration aims and delivery of the Masterplan as well as operational recommendations to improve the effective delivery of parking provision to support the town's accessibility and vibrancy.



The Masterplan and Parking Strategy provide a strong and comprehensive strategic framework for the future regeneration of King's Lynn. They establish the vision, priorities and principles that should guide future investment, development and parking provision, and will inform the new Local Plan.

The report recommends next steps to develop and progress the implementation of the masterplan and parking strategy, focused on identified short term priorities.

This includes that the Council progresses further market engagement with suitably experienced potential strategic development and investor partner(s) to test the deliverability of the Masterplan, identify how priority sites and parking requirements could be packaged and phased, and establish the potential scope, indicative costs, risks, funding requirements and delivery models for further consideration. The outcome would inform subsequent business cases and recommendations to Cabinet before the Council enters into any substantive predevelopment and delivery arrangements.

RECOMMENDATIONS

Cabinet resolves to:

1. Endorse the King's Lynn Masterplan (Appendix 1) as a comprehensive strategic framework for guiding the future regeneration and development of King's Lynn.
2. Endorse the King's Lynn Parking Strategy Non-technical Strategy (Appendix 2) and King's Lynn Parking Strategy Supporting Technical Data Report (Appendix 8 EXEMPT) as a comprehensive strategic framework for informing the future development, accessibility and parking provision of King's Lynn.
3. Authorise officers to progress discussions with stakeholders including potential funding and delivery partners, to enable delivery of the priority masterplan projects as set out in section 4.
4. Approve officers undertaking market engagement in relation to the masterplan opportunity sites with potential suitably experienced strategic development and investor partners and investors.
5. Delegates authority to the Deputy Chief Executive/Section 151 Officer, in consultation with the Deputy Leader & Portfolio Holder for Finance, to authorise officers to progress market engagement and feasibility phase up to £50,000 and amend the capital programme 2026/7 to support this work.
6. Require a further report to Cabinet setting out the outcome of the market engagement and feasibility work of the masterplan opportunity sites before the Council commits more substantial resources to individual schemes.

Recommendation to Full Council:

1. Endorse the King's Lynn Masterplan (Appendix 1) as a comprehensive strategic framework for guiding the future regeneration and development of King's Lynn.
2. Endorse the King's Lynn Parking Strategy Non-technical Strategy (Appendix 2) and King's Lynn Parking Strategy Supporting Technical Data Report (Appendix 8 EXEMPT) as a comprehensive strategic framework for informing the future development, accessibility and parking provision of King's Lynn.

REASON FOR DECISION

To guide the future regeneration of King's Lynn's town centre over the next 20 year period and beyond and inform future planning policy and investment opportunities available through national and devolved funding programmes.

The Masterplan, supported by the King's Lynn Parking Strategy, both Non-technical Strategy [Appendix 2] and Supporting Technical Data report [Appendix 8 EXEMPT], is aligned and supports the delivery of the adopted Pride in Place Regeneration Plan (10 Year Vision for the Pride in Place Programme), the West Norfolk Economic Strategy and the Corporate Strategy Priorities " Promote growth and prosperity to benefit West Norfolk, Protect our Environment, Efficient and effective delivery of our services and Support our communities".

CORPORATE STRATEGY
How does this proposal support our Corporate Priorities Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk

Promote growth and prosperity to benefit West Norfolk	The masterplan and parking strategy directly respond to and support the priority to create job opportunities, support economic growth, develop skills needed locally, encourage housing development and infrastructure that meets local need and promote West Norfolk as a destination to live, work & visit.
Protect our Environment	The masterplan and parking strategy support the creation of a cleaner, greener, and better protected West Norfolk by considering environmental issues throughout the document, strategies and opportunity sites. The masterplan seeks to support active travel usage and green/blue infrastructure. This modal shift, alongside public transport relocation of parking provision, has the potential to improve air quality around the town. The masterplan has been developed with extensive engagement of internal and external consultees who have an environment focus to ensure we have considered impact on the climate and opportunities for

	enhancement with all projects and strategies within the masterplan.
Efficient and effective delivery of our services	The masterplan and parking strategy consider the effective use of existing council assets to ensure we utilise existing land and premises currently operated by the council to meet the current and future needs of residents and businesses. The parking strategy outlines and makes recommendations for how the parking in the town can respond to the Council's Regeneration aims as well as operational improvements such as car park design, ANPR, pricing structure and signage which are managed as a council service. This contributes to providing value for money through efficient and effective service delivery.
Support our communities	The Masterplan and Parking Strategy directly support the priority to support the health and wellbeing of our communities, embedding the Marmot principles in the strategy from the outset. Building on this, the masterplan also seeks to consider how land uses can support addressing the wider social and health inequalities, encourage healthy, active lifestyles through opportunities to enhance green space and repurposing of buildings to create new homes, or for community, leisure or cultural uses. We have consulted with community groups and will continue to do as projects progress, especially where there are opportunities for community groups to take ownership and stewardship of spaces, such as future public realm/open space. This supports the local voluntary sector as a vital element of the local community.

REPORT DETAIL

1. Introduction

1.2 In June 2025, the Council approved the development of the King's Lynn Masterplan, with the objective to bring together existing policies and site-specific strategies for King's Lynn, including the emerging King's Lynn Parking Strategy, to provide a clear, holistic deliverable pipeline of investment priorities within a spatial plan that will support the economic growth and regeneration of King's Lynn.

1.3 The Masterplan has been commissioned by the Borough Council in partnership with King's Lynn Neighbourhood Board (KLNB) and prepared by BDP, a leading practice of urban designers, town planners, architects and landscape architects, together with transport advisors Urban Flow, specialist residential architects Mikhail Riches, and expert property advisors Aspinall Verdi.

1.4 The Masterplan has been produced to provide a clear long-term vision for King's Lynn, reflecting local political and wider stakeholder priorities and positioning the town to respond to future investment and funding opportunities. It sets out the Borough Council's and King's Lynn Neighbourhood Board's ambition to support a step change in the regeneration of King's Lynn, using the town's environmental, cultural and historic assets to create a successful place which meets the needs of its existing community, provides new opportunities to live, work and visit, and supports the productive reuse of brownfield sites and vacant buildings. A Regeneration Prospectus has also been produced to set out the masterplan and associated opportunities succinctly to present to investors and at events such as UKREiiF (Appendix 7).

1.5 This report sets out the process undertaken to develop the Masterplan and Parking Strategy, both Non-technical Strategy [Appendix 2] and full Supporting Technical Data report [Appendix 8 EXEMPT] and seeks their adoption as the strategic framework for the future regeneration of King's Lynn. The report also sets out proposed next steps for Cabinet and Council to progress identified short term actions to begin early delivery of the masterplan. This includes proposing a controlled exploratory next stage to test deliverability, viability, potential delivery models and associated costs and risks before any substantive delivery decisions are taken.

2. Background

2.1 The purpose of the King's Lynn Masterplan is to review and consolidate the plans and strategies that have been developed since the Urban Development Strategy (2005). The new masterplan has created one cohesive and coordinated spatial document to set out the vision and ambitions for the physical regeneration ambitions of the town that can be used over the next 20 years and beyond as the primary centre and economic driver for growth in West Norfolk, as set out in the West Norfolk Economic Strategy (2025). By providing a clear and coherent long-term spatial framework, the Masterplan will place King's Lynn in a stronger position to guide future investment, inform the emerging Local Plan and respond to future funding and regeneration opportunities.

2.2 As part of its development, the Masterplan has reviewed and consolidated previous site-specific strategies and undertaken further analysis of a number of opportunity sites across King's Lynn. This work has informed the overall spatial framework and identified a range of potential opportunities for further consideration over the short, medium and longer term. The detailed site analysis and illustrative proposals are contained within the Masterplan and supporting appendices.

2.3 The masterplan has also provided the opportunity to integrate and align with the King's Lynn Parking Strategy (KLPS) ensuring that parking provision and capacity are optimised while making the best use of land to support the vibrancy and viability of the town centre. Initial work on the parking strategy was undertaken in 2020 but paused due to the pandemic and then recommissioned with Aecom during 2024. The development of the final KLPS was paused to ensure it was synchronised with the overall needs and opportunities identified through the masterplan process as it developed during 2025/6.

The KLPS, both Non-technical Strategy [Appendix 2] and full Supporting Technical Data report [Appendix 8 EXEMPT], aligns with the long-term strategic masterplan approach to guide the development of sites whilst allowing flexibility for it to evolve and respond to future travel and parking patterns. The masterplan recommendations do not propose to remove car parking where it is needed and recognises that, as King's Lynn serves a large rural area, it is important to make sure that all modes of transport can continue to access the town centre sustainably. An adopted Parking Strategy will help ensure that the needs of businesses and residents across the borough, as well as visitors and commuters travelling into the town, continue to be considered as future regeneration proposals are developed and brought forward for consideration.

3 Proposal

3.1 King's Lynn Masterplan Aims

This report sets out the recommendations for the Council to adopt the developed King's Lynn Masterplan to provide a spatial framework to support the delivery of the adopted Pride in Place Ten Year Vision (2025). Building on the strategic context for change set out in the Vision, and underpinned by an established evidence base, the aims of the King's Lynn Masterplan are to:

1. Define a spatial framework that integrates land use, transport, public realm, and infrastructure.
2. Build on and unify existing studies within a single, co-ordinated document
3. Focus on the town centre and surrounding areas, strengthening connections to the wider urban area, and ensuring its offer and services meet current and future needs.
4. Support housing delivery in King's Lynn, recognising its role as an important sub-regional centre and responding to borough-wide housing need to inform and align with the Council's new Local Plan.
5. Increase the visibility of King's Lynn's cultural offer and attractiveness to visitors and creative industries as a growing sector in the local economy.
6. Engage local communities and stakeholders to shape proposals and build consensus.
7. Provide initial feasibility and design analysis for identified opportunity sites to inform future consideration and potential Local Plan allocations.



8. Provide a platform to attract investment and funding for key regeneration initiatives, capitalising on opportunities afforded by Pride in Place, devolution, and the Government's economic growth programmes.

3.2 The vision set out in the masterplan is for;

> *King's Lynn will be a forward-looking town which protects and enhances its built form and meets the needs of its residents and visitors through an approach to urban regeneration which puts the town's culture and heritage at its heart, to create outstanding buildings and spaces for all.*
> *This will be achieved by high-quality adaptive re-use of existing buildings and heritage assets, and sensitive new development of brownfield land and underutilised buildings to provide new sustainable high-quality town centre living, alongside community, commercial and cultural uses that meet local demand and support the role of the town centre.*
> *These assets will be connected via high-quality public realm and transport and access improvements, while environmental quality will be increased through extensive urban greening throughout the town. The riverfront will be celebrated for its role in King's Lynn's maritime history, and as a major natural asset for the town.*

3.3 Through the setting of a town-wide vision and strategic objectives, with design proposals for a series of key opportunity sites, the masterplan provides a co-ordinated framework to guide future policy, decision-making, investment and delivery of improvements which benefit the people and places of King's Lynn. In total, the Masterplan identifies the potential for:

- 6 strategies providing a co-ordinated framework for improvements across the town
- 24 sites/projects identified for potential progression over the short, medium and long term."
- 730 new homes meeting local need
- 17,791sqm non-residential floorspace across commercial, cultural and community uses
- 17.2ha of public realm and open space to enhance biodiversity for the environment, health, wellbeing and recreation.

3.4 Opportunity Sites

The Masterplan considers a total of 24 sites and projects across the town. Within this, 11 opportunity sites have been subject to more detailed analysis and illustrative design work, recognising their potential to contribute to the long-term transformation of King's Lynn. These concepts are not final development proposals and do not represent a commitment by the Council to bring individual sites forward. Further market engagement, technical, viability, planning, property and financial work will be required before decisions are

taken on individual opportunities. Full details are contained within the Masterplan and Opportunity Sites appendix 1 & 3.

3.5 King's Lynn Parking Strategy (KLPS)

3.5.1 The KLPS (Non-technical Strategy [Appendix 2] and full Supporting Technical Data report [Appendix 8 EXEMPT]) was commissioned by the Borough Council to provide evidence to support and help inform the emerging land use, economic development and regeneration, and transport and climate change policies and plans. The strategy will align with the long-term strategic development approach of the King's Lynn Masterplan whilst allowing flexibility for it to evolve in response to changing longer term travel patterns. It will help ensure that the needs of existing and future businesses and residents within the borough, as well as visitors and commuters to the town, are met.

3.5.2 The scope of the strategy is to identify parking priorities and options which are informed by key stakeholder engagement and identify operational actions to support delivery of wider strategic objectives. The Parking Strategy aims to specifically deliver the following 5 strategic objectives:

Objective 1 – Support the vibrancy and vitality of King's Lynn town centre.
Objective 2 – Effective land use to support wider regeneration objectives and utilisation of land assets.
Objective 3 – Provide a strategy which underpins and supports the delivery of the economic strategy, transport strategy, King's Lynn Masterplan and the local plan.
Objective 4 – Sustain revenue income streams for the Council, modernising operations, and efficiency.
Objective 5 – Reconcile the need for and continued use of car parking spaces with the council's climate change agenda including support for modal shift.

These objectives are mirrored across both the King's Lynn and Hunstanton Car Park Strategies to ensure consistency across the borough.

3.5.3 The KLPS has been developed using analysis of existing parking provision and utilisation, future development and travel assumptions, relevant transport policy and stakeholder engagement. Importantly, the evidence concludes that King's Lynn does not currently have an overall parking capacity problem, including at peak periods.

The Strategy recognises, however, that future regeneration and development could change both the location and level of parking demand. It therefore takes a long-term, flexible approach which seeks to maintain accessibility to the town centre, particularly recognising that whilst the most sustainable location in West Norfolk, King's Lynn has a key role as a service centre for a large rural catchment, while considering how parking



provision can support regeneration, encourage modal shift where possible and make more efficient use of town-centre land.

Any future consolidation, relocation or reduction of parking would need to be considered alongside actual demand, appropriate replacement provision where required, accessibility, the impact on Council income and the needs of residents, businesses and visitors.

3.5.4 As proposals arising from the Masterplan are developed over the short, medium and long term it will be important to take a 'monitor and review' approach to parking. This is embedded within the KLPS to assess impacts of new development in the town centre and changes in parking requirements, whether this be either an increase or decrease in demand. This includes the mix and locations of long and short-term parking and will inform the approach into the longer-term acknowledgement that plans must be adaptable.

3.6 KLPS Recommendations Summary

The KLPS identifies a range of potential strategic and operational interventions designed to support town-centre accessibility, regeneration and the effective management of the Council's parking estate. These include consideration of the future location and consolidation of parking provision, operational improvements, accessibility, sustainable transport and opportunities to modernise the management of the parking service.

The recommendations are set out within the KLPS Non-Technical Strategy at Appendix 2. Adoption of the Strategy does not constitute approval to implement individual interventions. Where proposals require significant capital investment, changes to parking provision, material implications for Council income or other substantive decisions, these will be subject to further feasibility, business case and the appropriate Council decision-making process.

3.7 The KLPS takes a 'monitor and review' approach to parking provision as development progresses across the town in the short (0-5 years), medium (5-10 years) and long term (10-20 years). At this stage, estimates have been made on the potential loss and gain of parking provision, but the exact change in number of spaces will not be determined until the detailed design and phasing of delivery for sites and individual projects come forward. Each project and impact on parking provision will need to consider the conditions and requirements at the time of development, and reflect any external factors that may influence/change parking demand i.e. government policy changes, technological and societal changes e.g. the Covid-19 pandemic that accelerated working from home.

4 Moving from Strategy to Delivery

4.1 Feasibility Next Steps

The Masterplan provides the vision, framework and investment proposition to be delivered over the short (0-5 years), medium (5-10 years) and long (10-20) term and beyond. The delivery of the masterplan will not solely be by the Borough Council or any successor Authority. Pace of delivery will be subject to wider economic, technological and societal changes through that time so plans will need to flex and adapt to meet the current and future needs of the town.

In the short term, the masterplan provides the platform and investment proposition to capitalise on opportunities arising through Devolution for Norfolk and Suffolk.

The development of the masterplan over the last year has stimulated and created opportunities to engage a variety of local stakeholders, government bodies such as Historic England, Arts Council, National Lottery and Homes England as well as the Private Sector. This has informed and shaped the potential delivery models, funding and partnership opportunities that could be developed further to implement and deliver the masterplan.

The Masterplan and Parking Strategy represent a significant and comprehensive body of work. Together they establish a clear long-term vision for King's Lynn, identify key opportunity sites and provide an integrated approach to development, accessibility, public realm, transport and parking. The Council is therefore well placed to move from establishing the strategic direction to delivery. A Regeneration Prospectus has also been produced to set out the masterplan and associated opportunities succinctly to present to investors and at events such as UKREiiF (Appendix 7).

At this stage, the concepts and proposals contained within the Masterplan should not be treated as final schemes or as commitments by the Council to undertake development. Further work is required to test deliverability, viability, phasing, infrastructure requirements, affordability and the appropriate allocation of risk between the public and private sectors.

4.2 Supporting Delivery Analysis

4.2.1 The three primary routes to deliver the masterplan are;

1.Local Authority Direct Delivery Role

- Focus on short term opportunity to progress, subject to Local Government Reorganisation and Funding and Finance constraints.

2. Public Sector Enabling Role

- Enabling role of the Borough Council, King's Lynn Neighbourhood Board & Public Sector to enable VCSE and private sector to;
    - Leverage funding opportunities such as Homes England, Historic England, National Lottery etc.
    - Power to convene and facilitate partnerships and collaboration.

3. Private Sector led



- Creating the economic conditions and physical environment that attracts the private sector to directly deliver schemes, without public sector intervention, informed by a clear policy vision and policy framework site out in the masterplan

At this stage, until further market engagement of sites is undertaken, it is not determined which of the above delivery mechanisms is suitable for any individual site or combination if sites.

4.2.2 As part of the Masterplan commission, property and development advice has been undertaken to provide initial analysis of potential phasing, market considerations, viability, funding and delivery mechanisms for opportunity sites. This is contained within the Delivery Strategy at Appendix 5 (EXEMPT).

The Delivery Strategy provides an evidence base to inform the next stage of work on sites but does not constitute an agreed implementation programme or determine the delivery route for individual sites. The recommendations recognise the potential opportunity sites clustered at the southern part of the town that would be of sufficient scale and density that would be attractive to developer/investors/funders and therefore a priority area for further market testing. After further market testing, the council can take an informed view of its priorities versus the views of developer/investor market. Therefore, no further predevelopment detailed feasibility is required until a developer/investor is identified and can shape and determine the priorities, viability and deliverability of opportunity sites before recommendations are brought back to Cabinet.

4.3 Next Steps & Short-Term (0-5 years) Priorities

Recommendations 3 & 4 of this report seeks authority for officers to progress with next steps for the Borough Council to begin facilitating the delivery of identified short term priorities to enable quick action, continuing the momentum to signal the intent of the Masterplan. Below sets out those priorities for the Council to focus its resources in the short term to progress further;

4.3.1 Opportunity sites - further market engagement to consider;

i. help define the scope and packaging of priority development sites and associated enabling infrastructure;
ii. consider the relationship between development proposals and the future provision, consolidation and phasing of car parking;
iii. identify potential delivery and partnership models;
iv. provide initial advice on indicative costs, viability, funding requirements, risks and programme; and
v. identify the further technical, legal, commercial and financial work required before delivery decisions can be taken.

4.3.2 Devil's Alley Public Realm



4.3.3 Boal Quay Commercial Development

4.3.4 Parking Strategy – Port Area Business Case

4.3.5 High Street Regeneration

Appendix 6 identifies the priority projects, scope, partners and funding opportunities in relation to each of those priorities where applicable. These have been identified during engagement through the masterplan process as opportunities that can be progressed with third parties and/or live funding opportunities now. Appendix 6 details where projects require further exploration to bring to fruition, providing the foundations for a strong pipeline of investable projects that will have a wider catalytic effect.

5. Options Considered

Option 1 – Adopt the Masterplan and Parking Strategy and undertake controlled exploratory work (Recommended)

This option provides the Council with a comprehensive strategic framework for the long-term regeneration and development of King's Lynn while allowing the Council to undertake further work to understand deliverability, viability, costs, risks, funding and potential delivery models before substantive commitments are made. The masterplan will put the town in a better place to secure funding from partners and benefit from Devolution investment prioritisation as well as inform the next Local Plan for a joint, clear and holistic framework for King's Lynn's development.

Option 2 – Adopt the Masterplan and Parking Strategy without progressing exploratory work

This would establish the strategic framework but defer further work on how the ambitions could practically and affordably be delivered. This may delay the Council's ability to respond to investment, funding and partnership opportunities.

Option 3 – Do not adopt / defer adoption

This would leave the Council without an agreed comprehensive strategic framework bringing together regeneration, development and parking priorities for King's Lynn and may reduce its ability to coordinate future policy, investment and funding opportunities.

6. Financial Implications

6.1 Adoption of the Masterplan and Parking Strategy does not, in itself, constitute approval to incur the capital costs associated with the individual schemes identified within them, nor does it commit the Council to deliver any individual scheme, dispose of land or enter into a development agreement. Individual projects will remain subject to appropriate feasibility work, business

cases, affordability assessment and separate financial and governance approvals in accordance with the Council's financial procedures.

6.2 Delivery of the Masterplan and Parking Strategy over its lifetime is expected to require a combination of funding and investment which may include:

- Existing Council budgets and officer resources
- External grant funding (including Pride in Place and other government programmes).
- Partner investment e.g. Norfolk County Council, Historic England, Homes England, Arts Council.
- Private sector funding/investment

The availability and level of these funding sources will vary by project and cannot be assumed at this stage. There is therefore no assumption that the council will act as the lead delivery organisation or fund any funding gap arising on individual opportunity sites.

6.3 Priority Masterplan Projects

In relation to recommendation 3, 4 & 5: An allocation of £50,000 is required to progress the priority projects and sites identified in Section 4 & Appendix 6. This will enable further market engagement, initial feasibility, design and business case development and, where appropriate, progression toward delivery with external partners.

It is proposed that the £50,000 allocation is funded from the Capital Programme 2026/27 major projects reserve budget, subject to the appropriate level of approval under the Council's financial procedures. Expenditure will only be committed where the relevant funding is confirmed and within the approved allocation. Where individual projects rely upon external funding or partner contributions, expenditure dependent upon such funding will not be committed until the funding arrangements have been sufficiently confirmed.

The proposed work will be undertaken through an appropriate compliant procurement route, with the final scope and cost subject to approval within the overall £50,000 allocation. The further work will be exploratory and will not commit the Council to subsequent delivery of Masterplan sites, provide exclusivity, dispose of land, enter into a development agreement or incur expenditure on the delivery of individual schemes.

The allocation of £50,000 will represent the maximum financial commitment authorised for this phase.

7. HR Implications

7.1 There are no direct HR implications arising from adoption of the Masterplan and Parking Strategy. The proposed exploratory work will be supported

through existing officer capacity alongside specialist external advice where required. Any additional resource implications associated with future delivery proposals will be identified through subsequent business cases and considered as part of future decision-making. Where possible, additional resources to be supported through external funding opportunities, programme specific bids or partnership arrangements where necessary.

8. Policy Implications

8.1 The Masterplan is not starting from scratch, but builds on previous policies, plans, strategies and studies which provide a comprehensive evidence base and document the compelling need and opportunity for change. Details of all policies considered and incorporated into both strategies are referenced in the reports.

8.2 The Masterplan has been prepared in tandem with the early stages of the next King's Lynn and West Norfolk Local Plan, and the concept designs set out will also inform the potential for future site allocations to provide a robust policy basis for development. The Masterplan is underpinned by a Delivery Strategy which will act as an evidence base for those masterplan sites that may be included within the future Local Plan.

8.3 The masterplan sits side by side with the Pride in Place Ten Year Vision which has secured the £20M government funding for investment to benefit King's Lynn's communities. The Vision for the town, shaped by public feedback collected over the last few years, has directly informed the Masterplan. The Masterplan will directly contribute to improving town centre attractiveness and cultural experience, creating a successful, modern, mixed-use town centre, enhancing connectivity and accessibility alongside improving safety, security, and community wellbeing and raising young people's aspirations and supporting business and skills growth. By considering future uses of buildings, sites and public spaces alongside the infrastructure required to support the town's future needs, the Masterplan provides a spatial framework through which the Pride in Place Ten Year Vision and other relevant strategies can be considered and developed over time.

8.4 The Masterplan and Parking Strategy directly supports delivery of the Council's Corporate Strategy, Corporate Action Plan and wider policy commitments, as set out at the beginning of this report.

9. Climate Change and Environmental Implications and considerations

9.1 The Masterplan and Parking Strategy align with the Council's corporate policy, strategy and action plan. Masterplan Strategy 4, Harness Natural Assets seeks to introduce new and enhanced green spaces to create a connected green network across the town and support recreation, biodiversity and water management in public spaces. New green corridors are identified as well as enhanced greening, sensitive to the historic context across the town. There is an ambition to integrate green surfaces into car parking where possible to

ensure parking is designed as part of the green and blue infrastructure network, using permeable surfacing, tree planting, rain gardens, planted edges and other Sustainable Drainage Systems (SuDS) features to reduce surface water run-off, improve biodiversity, provide shade and soften the visual impact of parking.

9.2 In terms of environmental quality, the policy seeks to strengthen climate resilience by restoring natural systems, managing water intelligently, and ensuring safe ground and soil conditions. It promotes development which is sensitive and resilient to flood risk through the appropriate use and configuration of buildings and spaces, ensuring that development is suited to its location, safe for their lifetime and supported by upgrade drainage systems and SuDS for sustainable water management. As many sites are brownfield and previously developed, the policy seeks to remediate contaminated land and improve ground conditions to unlock development.

9.3 In addition, the overarching vision to bring new residential and mixed use development into the core of King's Lynn is based on the sustainability of the town including it's active travel network, both cycle links and dense street pattern for walking as well as the good quality public transport links including both bus and rail; as set out in the KLTS & LCWIP.

10 Statutory and Legal Implications

10.1 There is no statutory requirement to produce a Masterplan or Parking Strategy. However, the Masterplan will directly support and inform the evidence base and development of the next Local Plan for King's Lynn and West Norfolk.

10.2 All projects emerging from the masterplan, will need to comply with necessary procurement, planning and other consenting processes where appropriate which will be the responsibility of the lead delivery organisation for those specific projects at that time.

11 Local Government Reorganisation Implications

11.1 The Government announced a review of the Local Government Reorganisation programme on 7 September 2026 and withdrew its previous decision in relation to Norfolk. The Norfolk LGR Programme has subsequently moved to close-down. The longer-term position in relation to Local Government Reorganisation in Norfolk is not currently known. The Masterplan and Parking Strategy have been developed as long-term strategic frameworks for King’s Lynn and remain relevant irrespective of future local government structures. Their adoption will provide an evidence base to guide future policy, investment and regeneration decisions while retaining sufficient flexibility to respond to any future changes in governance arrangements.

12 Health and Safety Implications

None. Where required, appropriate health and safety assessments will be undertaken at project level.

13 Consultees

13.1 The masterplan has been developed through extensive internal and external consultation and engagement though;

- regular Project Working Groups with key internal departments
- regular updates to Regeneration & Development Panel, KLAC and member briefings.
- 2 periods of public consultation with dedicated sessions and drop-ins, using both online and targeted sessions.
- Stakeholder 121's and workshops
- Engagement with Government Arms Length Bodies (Historic England, Arts Council, Homes England, National Lottery etc)
- Investment Prospectus promotion at UKREIFF in May 2026.

A full list of organisations and stakeholders consulted and engaged through the masterplan development is detailed in appendix 4. The extensive feedback received which has shaped the continued development of the masterplan since 2025. In summary, the results of the 2 rounds of public consultations found;

Public Consultation 1: December 2025 - January 2026: 6 week public consultation on Masterplan vision, aims, strategies, priorities, opportunity sites and riverfront public realm. Consultation methods included Online information and survey, public exhibition and Public Drop-Ins (x 6). Results Summary: 40 responses, approx. 150 attendees at drop-ins.

Public Consultation 2: May - June 2026: Public consultation on draft Masterplan

The draft full Masterplan was informed by the first public consultation as well as a series of engagement undertaken with statutory consultees, local interest groups, and residents and businesses within King's Lynn and the outcomes of previous consultations on proposals for the Pride in Place Programme.

Consultation methods included; online information and survey, in Person Workshops, Public Drop-Ins (x 10), Targeted Drop-Ins at College of West Anglia and The Beacon Church (x 4).

Results Summary: 178 responses, approx. 416 attendees

- 60% agree or strongly agree the masterplan will make King's Lynn a better place, 11% neutral, 29% disagree or strongly disagree.

13.2 Stakeholder consultation

Statutory consultees and local stakeholder organisations have submitted detailed responses to the draft masterplan alongside stakeholder engagement workshops. This includes;

Consultee	Response summary
Historic England	We welcome the development of a heritage-led masterplan which not only seeks to protect and enhance its built form but also actively seeks to repurpose underused historic buildings. Alongside public realm enhancements along the Riverfront, improved connectivity, and considered approaches to wayfinding and permeability including Rail to River, the Masterplan provides an opportunity to deliver positive outcomes for the historic environment, residents and visitors.' Detailed site specific comments on opportunity sites also provided.
Natural England	'..continues to support the overall direction of the Masterplan. We particularly welcome the continued commitment to Strategy 4: Harness Natural Assets, including the emphasis on green and blue infrastructure, nature-based solutions and improved connections with the riverfront'
Norfolk County Council	Officers at Norfolk County Council (NCC) have a strong collaborative working relationship with the Borough Council of King's Lynn and West Norfolk on transport matters. Together we have produced the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) adopted by both councils in 2022. More recently we have worked in partnership to produce the new King's Lynn Transport Strategy (KLTS) which was also adopted by both councils in spring 2026. Working collaboratively, NCC officers have been involved in the development of the King's Lynn Masterplan. The document sets out a strong vision for enhancing the town by making better use of underutilised areas to make it a more attractive place to live, work and visit. Many of the ambitions will rely on changes to the transport network and car parking provision. On this aspect the transport elements of the King's Lynn Masterplan align with the KLTS.
King's Lynn Civic Society	'King's Lynn Civic Society have supported this masterplanning process, have attended various events throughout the programme since 2025, and have previously submitted a number of contributions. We think it is an important document to prepare and that the team appear to have worked hard to involve the community and integrate local thoughts and ideas into the proposals. We think the presentation of the final draft document is good and generally sets out ideas and aspirations well.' Site specific comments also provided.
Environment Agency	Recommendation for strategic level flood risk modelling alongside the new local plan. Identified site specific maintenance/upgrade work required.
Norfolk & Suffolk	'The ICB supports the principle of regeneration areas, mixed-use development and housing, where these are planned alongside the health and care infrastructure needed to serve both the

Integrated Care Board	existing and future demand from communities. Early engagement with the ICB will be important to ensure health infrastructure requirements are considered at the same time as transport improvements, public realm investment and funding opportunities. Norfolk and Suffolk Integrated care Board (NSICB) supports the overall ambitions of the Masterplan, particularly where this improves housing quality, active travel, green infrastructure and access to community facilities including healthcare. NSICB would like to request early and ongoing engagement as site proposals, delivery phasing and funding mechanisms are developed. This will ensure health infrastructure requirements can be considered alongside housing growth.'
Lead Local Flood Authority	The LLFA notes that some of the developments are proposed are within areas of flood risk. Some of these development sites are "more vulnerable uses", such as the residential developments. The Masterplan also acknowledges that in the future the whole study area will be at risk of flooding. It is not clear to the LLFA whether the sequential tests and exception test have been applied and how these have been passed. It is possible that some of the proposed housing sites may not be suitable for new housing and an alternative plan should be considered and held in reserve. Request for further site specific information and study work at next stages of site feasibility.

13.3 King's Lynn Parking Strategy

The Parking Strategy has been developed in collaboration with the Council's Business Operations Team and Norfolk County Council Transport Planning, with engagement undertaken with business, community and transport stakeholders. This has included stakeholder workshops and analysis of existing parking demand and utilisation. The findings and feedback have informed the options and recommendations contained within the final Strategy.

14 Equality Impact Assessment

Pre-screening report template attached.

15 Risk Management Implications

Strategic Risk	**Mitigation**
Changes in government policy, economic conditions or future governance arrangements. The masterplan may become outdated if economic conditions, government policy or travel patterns change. Failure to align with Local Plan policies, transport strategies or	Regular review cycles. Strong policy integration. Strong cross departmental collaboration (e.g. planning and housing)



neighbouring authorities' plans could create planning and delivery issues.	
Financial Risk Significant capital costs associated with development, parking reconfiguration, public realm improvements or transport infrastructure. Potential for income loss if parking charges are reduced or spaces removed. Construction costs may exceed original estimates due to inflation or construction market pressures. Funding gaps could delay implementation and damage confidence.	**Mitigation** Robust business cases. Phased decision-making, supported by feasibility, business cases and affordability assessment.
Stakeholder and Political Risk Parking changes are often politically sensitive. Businesses may perceive reduced parking provision as a threat to town centre vitality. Residents may oppose development proposals or traffic changes. Changes in political leadership may alter priorities.	**Mitigation** Robust consultation with early and ongoing stakeholder engagement as projects come forward Evidence-led decision making, the masterplan and parking strategy set out clear data and the vision. Transparent communication will continue including outlining the benefits of the proposals. Member engagement throughout development and implementation.
Transport and Accessibility Risk Reducing parking without viable alternatives may discourage town centre visits. Traffic displacement into residential streets. Accessibility concerns for disabled users, older residents and rural visitors.	**Mitigation** Comprehensive vision and strategy for parking developed with clear plan and monitor and review approach. Retention of appropriate accessible parking. Informal park-and-ride, active travel and public transport improvements, these are central to unlock development. Any longer term

Insufficient public transport provision to support reduced car dependence.	reduction in parking must align with improved public transport and active travel options or be offset, such as at the Port & Timber Yard, taking a monitor and review approach to parking requirement.
Reputational Risk Public perception that parking is being removed without alternatives. Failure to deliver promised projects could reduce trust. Perceived lack of consultation may generate opposition.	**Mitigation** Clear communication strategy. Clear communication that the Masterplan establishes a long-term strategic framework and that individual proposals will remain subject to further assessment, engagement and decision-making. Short term projects demonstrating benefits - as outlined within the Evolve and Adapt Masterplan Strategy and set out with Section 4 of this report for priority projects. Transparent reporting on progress and outcomes.

16 Conclusion

This report has set out the King's Lynn Masterplan and associated Parking Strategy, both Non-technical Strategy and full Supporting Technical Data report, which together establish an ambitious long-term vision for the regeneration of King's Lynn. Both have been informed by extensive evidence, technical analysis and engagement with residents, businesses, statutory consultees and other stakeholders.

The Masterplan provides a framework for future development rather than a final development proposal. Site concepts are illustrative and will require further technical assessment, design, viability work, engagement and appropriate decision-making before individual proposals can be progressed. The Parking Strategy similarly provides a strategic framework which can respond over time to changing development, accessibility and parking requirements.

The Council now has a high-quality and ambitious Masterplan, supported by an integrated Parking Strategy, which together provide a clear strategic framework for the long-term regeneration of King's Lynn. The documents establish where the Council and its partners want the town to go. The next stage is to test, in a disciplined and commercially informed way, how that ambition could be delivered.

The Masterplan has been prepared in tandem with the early stages of the next King's Lynn and West Norfolk Local Plan, and the concept designs set out will also inform potential future site allocations to provide a robust policy basis for development. The Parking Strategy will support the regeneration aims of the

masterplan, support operation of the Council's parking estate and support transport policy for the town, in association with the masterplan

Further market engagement and feasibility with potential development & investor partner(s) will allow the Council to better understand the scope, sequencing, costs, viability, funding opportunities and risks associated with implementation. This will provide a stronger evidence base for future decisions while ensuring that the Council does not commit prematurely to a particular solution, partner or level of expenditure.

The findings will be brought back to Cabinet before any substantive delivery or investment decisions are taken.

LIST OF APPENDICES
• Appendix 1 - King's Lynn Masterplan • Appendix 2 - King's Lynn Parking Strategy Non-technical Strategy • Appendix 3 - King's Lynn Masterplan Opportunity Sites • Appendix 4 - King's Lynn Masterplan Public Consultation Report • Appendix 5 - Masterplan Delivery Plan EXEMPT • Appendix 6 - Priority Projects • Appendix 7 - Regeneration Prospectus • Appendix 8 - King's Lynn Parking Strategy Supporting Technical Data Report EXEMPT

LIST OF BACKGROUND PAPERS
King's Lynn Masterplan Cabinet Report, June 2025 King's Lynn Pride in Place Regeneration Plan Cabinet Report, October 2025

PRE SCREENING EQUALITY IMPACT ASSESSMENT - King's Lynn Masterplan and Parking Strategy				
For equalities profile information please visit Norfolk Insight - Demographics and Statistics - Data Observatory				
Name of policy/service/function	Policy: King's Lynn Masterplan & Parking Strategy			
Is this a new or existing policy/ service/function? *(tick as appropriate)*	New	X	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.	This report proposes the adoption of the King's Lynn Masterplan and Parking Strategy, both Non-technical Strategy and full Supporting Technical Data report, which has been prepared following extensive site and policy analysis and public consultation. The masterplan sets out the vision, design principles and site-specific studies for the development of King's Lynn over the next 20-year period and beyond.			

	The Parking Strategy sets out and makes recommendations for how parking in King's Lynn Town centre can support the Council's Regeneration aims and delivery of the Masterplan as well as operational recommendations for the management and operation of the Council's car parks.
Who has been consulted as part of the development of the policy/service/function? – new only *(identify stakeholders consulted with)*	See section 13 of above report.

Question	**Answer**				
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? Please tick the relevant box for each group. NB. Equality neutral means no negative impact on any group. ***If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.*** **For more information on health inequalities please visit The King's Fund*		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	

Please provide a brief explanation of the answers above:

The Masterplan and Parking Strategy are overarching documents that set the strategic direction for spatial development and parking. These documents work mutually to outline how the vision for the regeneration of King's Lynn can take place and be enabled over the next 20 years and beyond. This means that detailed, scheme-specific equality impact assessments for each individual project as its details are developed and confirmed will be conducted where required over the next 20 year plus period.

Question	**Answer**	**Comments**
2. Is the proposed policy/service likely to affect relations between certain	~~Yes~~ / **No**	



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?		
3. Could this policy/service be perceived as impacting on communities differently?	~~Yes~~ / **No**	
If 'yes' to questions 2 - 3 a full impact assessment will be required unless comme are provided to explain why this is not felt necessary: **Decision agreed by EWG member: ……..**		
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	N/A	**Actions: N/A** **Actions agreed by EWG member:** ……
5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	~~Yes~~ / **No**	**Please provide brief summary: N/A**

Assessment completed by: Name	**Connor Smalls**		
Job title	**Regeneration Programmes Officer**		
Date completed	**19/08/2026**		
Reviewed by EWG member	**Louise Gayton**	**Date**	**08/09/2026**
✓ **Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy** (corporate.policy@west-norfolk.gov.uk)			



King’s Lynn Masterplan

211

November 2026

BDP.

Built Original.

Foreword



Councillor Simon Ring

Deputy Leader of the Council and Cabinet Member for Business, Borough Council of King's Lynn and West Norfolk

I am delighted to introduce the King's Lynn Masterplan, intended to provide a clear and compelling framework that will guide the regeneration and future development of the town for decades to come.

The Masterplan brings together the town's previous studies, regeneration proposals, and strategic ambitions into one integrated cohesive vision. It sets out how King's Lynn can grow, adapt, and thrive through a series of strategies and improvements which can be delivered in phases to ensure visible progress whilst laying foundations for the long term transformation of the town.

A formally adopted Masterplan will strengthen the Council's ability to guide and influence development across the Town Centre and Riverfront. We have a strong track record of partnership working and in our local authority role can support delivery of the masterplan through utilising our expertise and networks in convening a range of partners, as well as directly delivering where it is right for us to do so. This will allow the Council and partners to actively shape opportunities, secure investment and ensure that development proposals align with the priorities of local communities, through informed planning decisions based on a clear spatial framework and evidence base.

The opportunities you will see in this masterplan have been identified through consultation and engagement as high priorities, alongside council owned assets that have the potential for alternative uses to secure the town's continued vibrancy. This masterplan has evolved through collaboration with residents, businesses and stakeholders which will continue as projects and opportunities move forward in the years to come.

We are one of the best kept secrets in the country, and now is the time to show who we are and what we have to offer.

PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

Borough Council of King's Lynn & West Norfolk

Borough Council of King's Lynn and West Norfolk
King's Court, Chapel Street
King's Lynn PE30 1EX

KING'S LYNN NEIGHBOURHOOD BOARD

King's Lynn Neighbourhood Board

BDP.

BDP
16 Brewhouse Yard
Clerkenwell
London EC1V 4LJ

Aspinall Verdi property regeneration consultants

Aspinall Verdi
31 The Calls
Leeds
LS2 7EY

MIKHAIL RICHES

Mikhail Riches
17A Newman Street
London W1T 1PD

urban flow

Urban Flow
203 Westminster Bridge Road
London SE1 7FR

The Masterplan at a glance

1 vision for King's Lynn town centre - which puts residents, businesses, visitors and the town's unique culture and heritage at its heart

6 strategies providing a co-ordinated framework for improvements across the town

24 sites for delivery of the ambition in the short, medium and long term

730 new homes meeting local need

16,721sqm non-residential floorspace across commercial, cultural and community uses

15.3ha of public realm and open space to enhance biodiversity for the environment, health, well being and recreation



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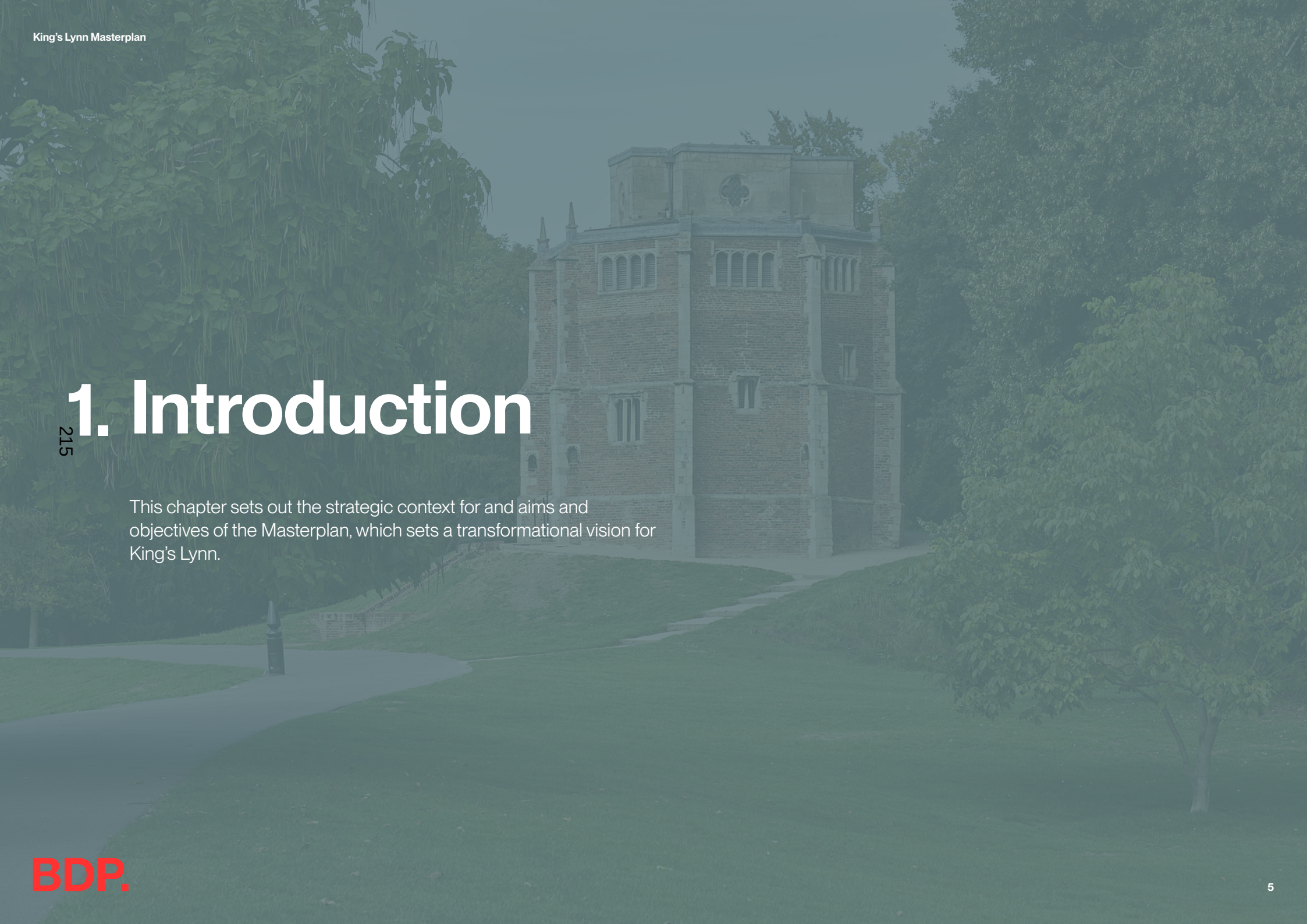

1. Introduction

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This chapter sets out the strategic context for and aims and objectives of the Masterplan, which sets a transformational vision for King's Lynn.

King's Lynn Masterplan: a transformational vision for our town

This report presents a Masterplan to guide the regeneration and future development of King's Lynn over the next 20 years and beyond.

The Masterplan has been commissioned by the Borough Council of King's Lynn and West Norfolk (BCKLWN) in partnership with King's Lynn Neighbourhood Board and prepared by BDP, an experienced practice of urban designers, town planners, architects and landscape architects, together with transport advisors Urban Flow, specialist residential architects Mikhail Riches, and expert property advisors Aspinall Verdi.

Capitalising on the opportunities afforded by Local Government Reorganisation, devolution in Norfolk and Suffolk, existing and upcoming funding streams, the Borough Council's ambition is to deliver a step change in King's Lynn's regeneration. This will use the town's environmental, cultural and historic assets to create a successful place which meets the needs of its existing community and provides new opportunities to live, work and visit; and brings its brownfield sites and vacant buildings back into use.

Through a town-wide vision and strategic objectives, together with design proposals for a series of key opportunity sites, the Masterplan provides a co-ordinated framework to guide future policy, decision-making, investment and delivery of improvements which benefit the people and places of King's Lynn.

2160

The report is structured as follows:

01. **Introduction** sets out the strategic context, aims and objectives of the Masterplan

02. **Context for Change** identifies the key opportunities and constraints to which the Masterplan must respond

03. **Vision and Strategies** sets an overarching vision for regeneration of the town, informing six design strategies for the town centre

04. **Illustrative Masterplan** sets out an illustrative masterplan identifying both town-wide improvements and site-specific opportunities for delivery of new residential, cultural and commercial development, and public realm

05. **Opportunity sites** provides further detail of illustrative proposals for eleven opportunity sites which can catalyse broader transformation across the town

06. **Delivery and next steps** provides an overview of how the strategies and opportunities identified will be delivered over time, and next steps for the Masterplan



Figure 1. Strategic Context

Strategic context: King's Lynn today

The Masterplan seeks to respond to both the challenges and opportunities facing King's Lynn today.

King's Lynn is a historic market town and port on England's east coast. With a population of around 49,000 people and a wider catchment of approximately 250,000, it is the largest settlement in West Norfolk, the second-largest in Norfolk, and the principal commercial, retail and service centre for a large part of East Anglia.

King's Lynn has historically occupied a strategic role regionally and nationally. Its medieval riverfront and historic port which were key to its early growth remain a defining feature of the town, providing a distinctive identity and heritage of national and international significance. In more recent years, the town has evolved to become a hub for healthcare, manufacturing, engineering and culture, supported by rail connections to Cambridge and London.

Despite its many strengths, King's Lynn also faces challenges. Out of town retail and residential growth have led to different areas of the town being less well connected, and major assets like the historic centre less well used than it should be. The town centre offer has not kept pace with increased demand for town centre living and new cultural and leisure experiences to replace declining retail, constraining its vitality.

These factors - its location, heritage and role, combined with its challenges - shape King's Lynn's context and potential which form the basis for the Masterplan.

The case for change

The Masterplan emerges at an exciting time for King's Lynn, representing an opportunity to align existing projects and initiatives with new opportunities for transformational development.

The continued vibrancy and prosperity of King's Lynn depends on addressing socio-economic challenges and providing opportunities through regeneration to ensure it remains a place where people choose to live and work. The Council has begun to deliver on these ambitions via a range of projects progressed via the Towns Fund and Levelling Up programme.

In 2024, King's Lynn was selected as one of 380 towns to benefit from the Government's 'Pride in Place' funding, unlocking up to £20 million over the next 10 years. This is being led by the King's Lynn Neighbourhood Board, which in March 2026 received approval for its 10 Year Vision for the Pride in Place Programme. This sets out a comprehensive case for change documenting King's Lynn's socio-economic challenges which limit opportunity and prosperity. This informs a strategy to support the town centre and priority neighbourhoods in King's Lynn, enhance public spaces, improve connectivity, boost cultural and heritage assets, and create new opportunities for residents and businesses - underpinned by a 'Grand Vision' and priorities for the town.

These measures also form part of the Council's commitment to become a 'Marmot Place', where health inequalities are tackled through actions on the social determinants of health - including stable jobs, good quality housing and education.

Together with devolution opportunities set out by government, this creates the conditions for a step change in the town's regeneration. The Masterplan articulates how these should be reflected in the physical regeneration of the town. This will inform the early stages of preparing a new Local Plan by considering how the town's development needs - including those in its emerging Housing Needs Assessment - could be met while respecting its heritage and environment.

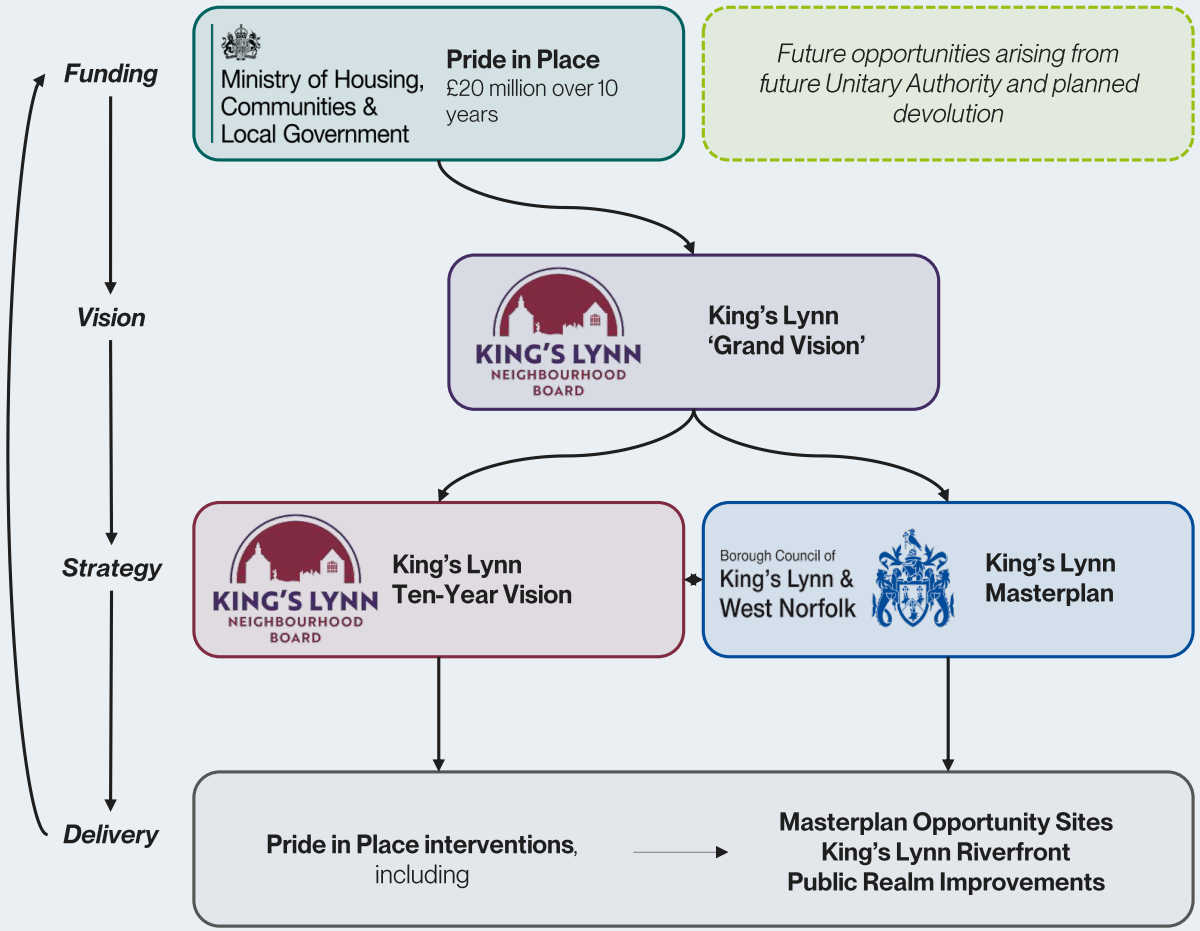


Figure 2. King's Lynn Governance Context

The Masterplan's focus on town centre vitality, viability and maximising the effective use of land is also consistent with the objectives of the Government's National Planning Policy Framework (NPPF) published in August 2026, which seeks to ensure that the full range of potential needs and opportunities for development are considered through diversification of uses (including residential), intensification, and bringing vacant sites and premises back into use.

The NPPF also requires local authorities to identify ways of accommodating as much required development as possible on previously developed land, and take a proactive role in helping to bring forward these sites - particularly where publicly owned. Remediating and re-using vacant or underutilised land is to be given great weight when planning applications for development are brought forward.

KING'S LYNN NEIGHBOURHOOD BOARD

King's Lynn will be a successful and inclusive town for everyone, with flourishing communities and new opportunities for people to live, work and visit. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. Improved facilities, leisure, experiences and culture for people of all ages will ensure we are able to achieve our town's ambitions for...



1. A vibrant, prosperous, and attractive town with a wide offering and easy access to green spaces and rich heritage



3. A town where people feel safe and well, that offers better life opportunities where healthy lives are supported

2. A better connected town

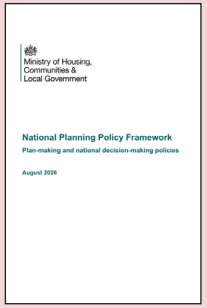


4. A town where people are inspired to aim high and achieve their ambitions and better opportunities



Figure 3. Neighbourhood Board 'Grand Vision' and priorities

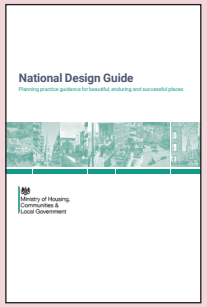
NATIONAL



NPPF (2026)

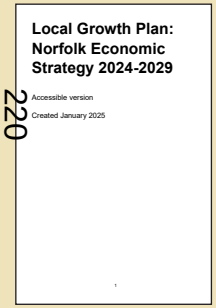


NPPG (various dates, including draft Design and Placemaking PPG)



National Design Guide (2021)

REGIONAL

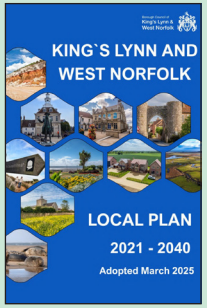


Norfolk Local Growth Plan (2025)

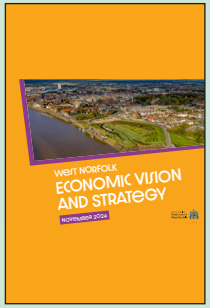


Norfolk Local Transport Plan (2021)

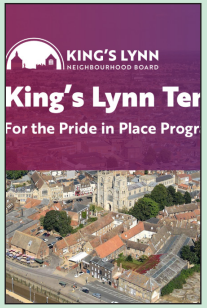
LOCAL



Local Plan (2025)



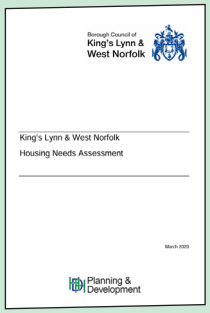
West Norfolk Economic Strategy (2024)



King's Lynn Ten Year Vision for the Pride in Place Programme (2025)



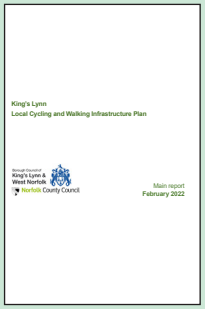
King's Lynn Town Investment Plan (2022)



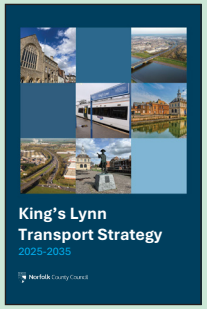
Housing Needs Assessment (EMERGING)



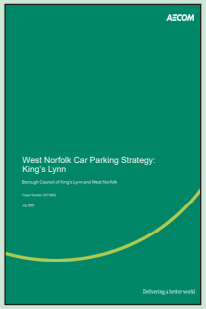
King's Lynn Housing Delivery Strategy (EMERGING)



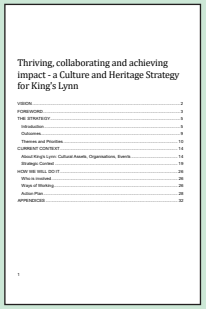
King's Lynn LCWIP (2022)



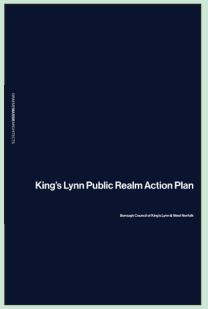
King's Lynn Transport Strategy (2026)



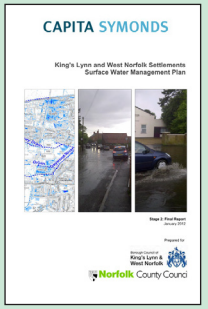
King's Lynn Parking Strategy (2026)



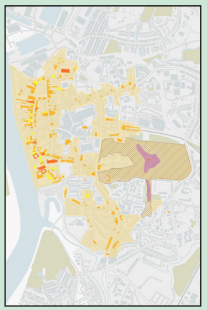
King's Lynn Culture and Heritage Strategy (2025)



King's Lynn Public Realm Action Plan (2021)



King's Lynn and West Norfolk Settlements SWMP Stage 1-2 (2010-2012)



Conservation Area Update and Management Plan (EMERGING)



Shopfront Design Guide (EMERGING)

Site-specific studies:

- Inner Purfleet Feasibility Study (2025)
- STARS Gyratory Proposals (2024)
- Baxter's Plain Feasibility Study (2023)
- Southgates Masterplan (2022)
- Chapel Street Feasibility Study (2022)
- King's Lynn HAZ Unlocking Brownfield Sites (2019)
- King's Lynn Enterprise Park Masterplan (2018)
- King's Lynn Riverfront Delivery Plan (2017)
- Gaywood River Catchment Project (emerging)
- King's Lynn Leisure Facilities Study (emerging)
- West Norfolk Sports Facilities Strategy (2025)

Previous masterplan:

- King's Lynn Urban Development Strategy (2006)

The Masterplan is not starting from scratch, but builds on previous policies, plans, strategies and studies which provide a comprehensive evidence base and well-document the compelling need and opportunity for change.

Masterplan focus area

The Masterplan focuses on King's Lynn town centre and riverfront as a key location for delivery of sustainable development.

In seeking to deliver the 'Grand Vision' of the Neighbourhood Board on the ground, it will be important for the Masterplan to respond to the town's socio-economic context and identify development opportunities which reflect the needs and ambitions of its community. The King's Lynn Neighbourhood Board's 10 Year Vision for the Pride in Place Regeneration Plan identifies North Lynn and South Lynn, Friars/St Margaret's, Fairstead and Gaywood as priority areas for investment to raise aspirations, improve health and wellbeing, and enhance local infrastructure.

While taking account of this broader context, the Masterplan vision and strategies set out in Chapter 3 are focused primarily within St Margaret's & St Nicholas town centre wards, recognising the signifcant opportunities this area has to provide economic and social benefits to the wider neighbourhoods and hinterland that the town serves. It has been identified for its high concentration of heritage assets and underutilised brownfield sites which have significant potential to contribute to the town's cultural and economic revitalisation - in line with national planning policy objectives for town centre and previously developed land.

This will be achieved through the delivery of residential development, non-residential development, adaptive re-use and public realm and connectivity improvements which meet local needs, nurture local talent and industries, and in doing so reinforce King's Lynn's role as the social, cultural, and economic heart of West Norfolk.

Pride in Place boundary - focus for 'Grand Vision' and priority areas for investment

Masterplan boundary - focus for vision and design strategies (Chapter 3)

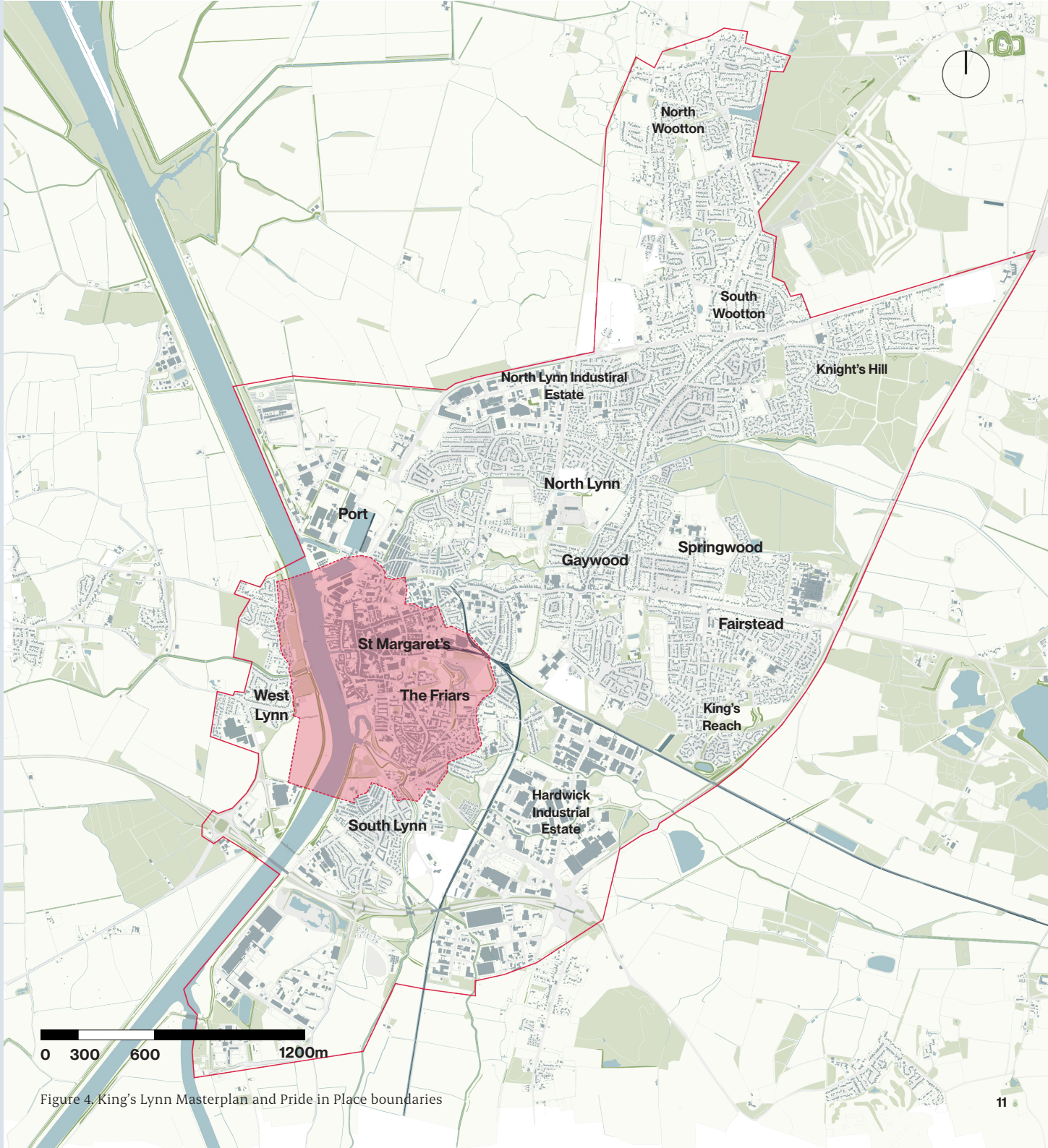


Figure 4. King's Lynn Masterplan and Pride in Place boundaries

Masterplan sites

Guided by a co-ordinated approach to town-wide issues such as flood risk, movement and access, housing delivery and open space provision, Masterplan sites have been identified for their potential to benefit from new or enhanced built development and public realm which deliver the Masterplan vision and strategies on the ground. The illustrative Masterplan in Chapter 4 sets out the potential types and quantum of development that these sites might accommodate - taking into account previous studies wherever relevant.

Eleven of the sites have been identified as 'opportunity sites' with the potential to catalyse broader transformation across the town, but which have not yet been subject to feasibility design or where previous designs need to be revisited. These are considered in further detail in Chapter 5.

Sites along the Riverfront, at Boal Quay, land north of Wisbech Road and Southgates have been grouped together as a 'Riverfront Regeneration Area' which may be funded or delivered in tandem.

1. Riverfront Public Realm
2. Sommerfeld and Thomas
3. Boal Quay
4. Common Staithe Quay
5. St James' Swimming Pool
6. Former Debenhams
7. Port Area and Timber Yard
8. West Lynn
9. Land North of Wisbech Road
10. Church Street Car Park
11. Southgates Regeneration Area
12. Former Post Office
13. Inner Purfleet
14. Former Baths Bldg
15. Hillington Sq Phase 6
16. Old Library
17. Chapel Street Car Park
18. Austin Street East Car Park
19. Baker Lane Car Park
20. Old Market Street
21. Tuesday Market Place
22. Saturday Market Place
23. Juniper, Austin & Albert St Car Parks
24. St James Street Kwik Fit

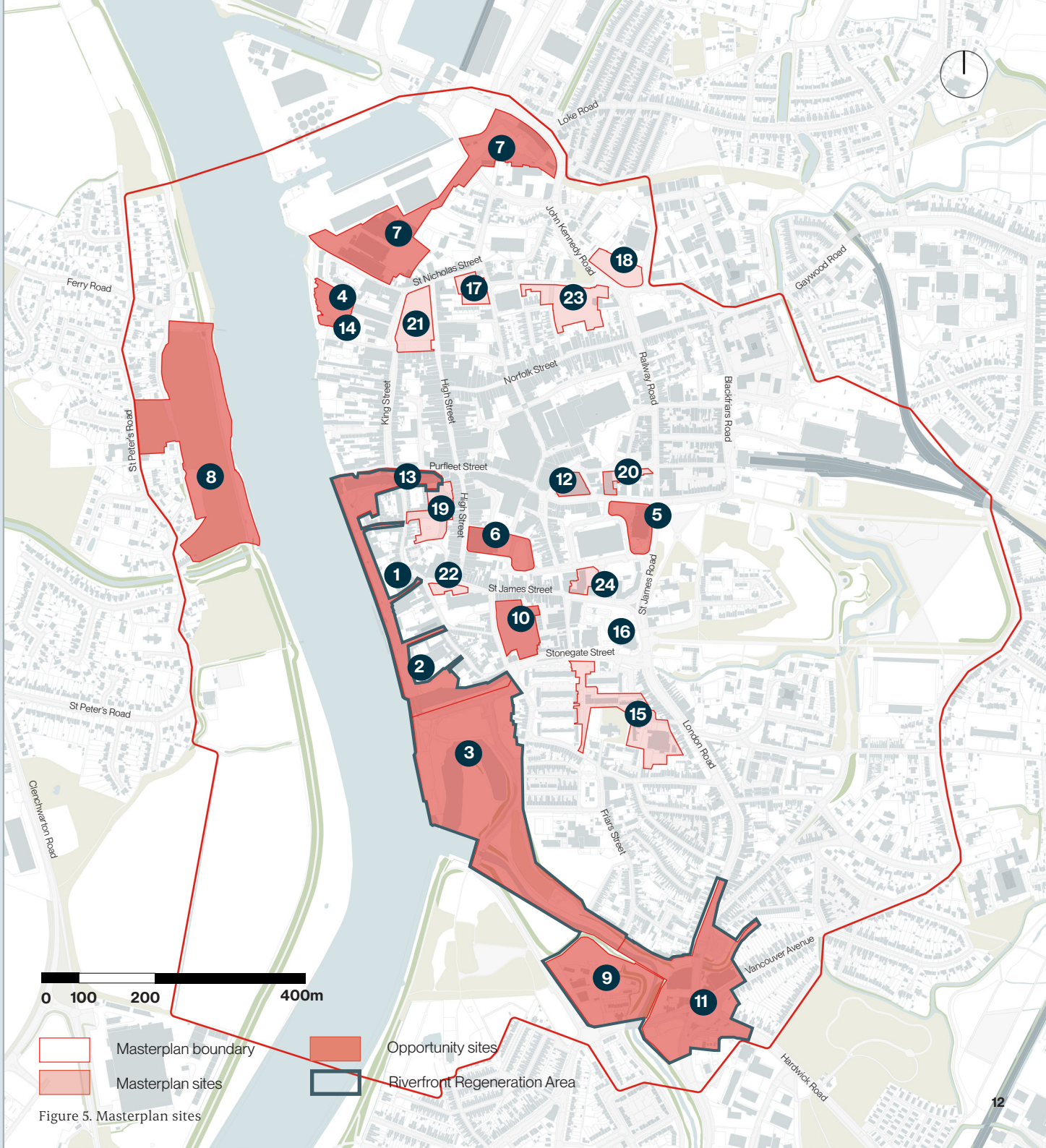


Figure 5. Masterplan sites

Masterplan aims

Building on the strategic context for change, and underpinned by an established evidence base, the aims of the King's Lynn Masterplan are to:

01. **Define a spatial framework** that integrates land use, transport, public realm, and infrastructure.

02. **Build on and unify existing studies** within a single, co-ordinated document.

03. **Focus on the town centre** and surrounding areas, strengthening connections to the wider urban area, and ensuring its offer and services meet current and future needs.

04. **Support housing delivery in King's Lynn,** recognising its role as an important sub-regional centre and responding to borough-wide housing need to inform and align with the Council's emerging new Local Plan.

05. **Increase the visibility of King's Lynn's cultural offer** and attractiveness to visitors and creative industries as a growing sector in the local economy.

06. **Engage local communities and stakeholders** to shape proposals and build consensus.

07. **Provide feasibility studies for eleven opportunity sites**, to inform and shape a robust Delivery Plan to accompany the masterplan, and future Local Plan Allocations.

08. **Provide a platform to attract investment and funding for key regeneration initiatives**, capitalising on opportunities afforded by Pride in Place, devolution, and the Government's economic growth programmes.

Masterplanning Process & Engagement

The Masterplan has been developed through close engagement with a range of key stakeholders, Government agencies, businesses, landowners, and residents.

This process has sought to develop and test ideas with those who know King's Lynn best, to ensure proposals meet the needs of the people and places of the town, and ultimately build consensus and stewardship for the Masterplan.

September 2025: Site visit and workshop between Masterplan team and Borough Council officers.

September 2025: Initial calls with stakeholder groups to identify key issues, opportunities and constraints informing draft Masterplan strategies.

November 2025: Advice meeting with Borough planning and conservation officers, and Historic England, on masterplan strategies and opportunity sites.

November 2025: Site visit with Historic England

November 2025: 3x workshops with stakeholder groups, Neighbourhood Board and College of West Anglia on Masterplan strategies, opportunity sites and riverfront public realm.

December 2025 - January 2026: 6 week public consultation on Masterplan strategies, opportunity sites and riverfront public realm.

February - April 2026: Refining Masterplan in response to public consultation and continued engagement with landowners and stakeholders on delivery strategies.

May - June 2026: Public consultation on draft Masterplan including:
In person workshops;
Riverfront workshop with local stakeholders;
Breakfast event with local businesses;
Targeted drop-ins at the College of West Anglia and the Beacon

Autumn 2026: Masterplan adoption, enabling funding and delivery of projects and initiatives

Funding and delivery









The stakeholders engaged in the Masterplanning process include:

- Statutory consultees within the Borough Council (Planning Policy, Development Management, Public Open Spaces, Flood Management), Norfolk County Council (Highways and Flood Authority), and Government Agencies (Historic England, the Environment Agency, Homes England and the Arts Council), and Community Safety and Neighbourhood Nuisance (CSNN).
- Community groups and stakeholders including the Civic Society, Preservation Trust, Conservancy Board, Business Improvement District, Queen Elizabeth Hospital, College of West Anglia, Bicycle User Group, Norfolk Police, and local businesses; and
- Landowners of third-party owned sites.

The accompanying Public Consulation Responses Report confirms how comments from the general public and consultee groups, made during public engagement on the Masterplan in December 2025 and January 2026; and May and June 2026, have shaped the final document. This has included the priorities set by the 'Evolve and Adapt' strategy, the indicative proposals for Masterplan sites, and next steps identified. Importantly, a majority of respondents agreed that the Masterplan would help to make King's Lynn a better place.



2. Context for Change

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This chapter provides an overview of King's Lynn's evolution over time, and key findings from the baseline analysis stage of the Masterplan which have informed the strategies and proposals in the remainder of this document.

Evolution of a town

The continuity that has run through King's Lynn's story for the past 900 years can serve as the foundation for its future evolution.

King's Lynn's origins can be traced back to an Anglo-Saxon settlement situated south of the Millfleet, founded on agriculture and fishing. The silting of the Wash transformed the settlement from a small Saxon fishing hamlet into a major medieval port founded in 1101, trading regularly with Scandinavia and the European Lowlands. Innovative agricultural techniques supported high levels of wool and grain production, while the town became an important centre for the import and processing of timber. The town expanded northwards, laying the foundations of the urban structure that remains recognisable today.

By the 13th century, aided by the diversion of the Ouse from Wisbech to Lynn, the town had become one of England's most important ports. Between the 13th century and 1850, King's Lynn experienced almost continual expansion, building upon its maritime and trading roots to become a hub for the cloth trade and shipbuilding. Saturday Market Place was established as the town's primary trading hub, with Tuesday Market Place following as development extended northwards. These two market areas were linked by buildings associated with trade, including St George's Guildhall, the Custom House, and the Corn Exchange.

The town's civic amenities continued to develop during the 20th century, however, by the 1950s, traditional industries had closed, while new sectors emerged, including food canning in the 1930s and Campbell's Soup production in the 1950s. In the 1960s, the council promoted industrial development through the establishment of an industrial estate at Hardwick. King's Lynn was designated an overspill town for London in 1962, driving population growth and the construction of new housing estates in areas such as the Woottons, Gaywood and Fairstead. The town centre was redeveloped during this period, with many historic buildings demolished.

Across its long history, the urban structure of the core town centre has remained stable, with fine-grained plots, walkable neighbourhoods, civic spaces defined by market life, and strong edges shaped by its natural setting. Looking forward, King's Lynn's history lends itself to a model for growth grounded in adaptive reuse, repair of urban structure, and intensification and restoration of the town centre prioritised over expansion.

In this context the current opportunity for transformational change - through the reorganisation of local and regional administration, and associated changes to the funding landscape - emerges as a natural progression in the evolution of the town. The masterplan has a core focus on celebrating King's Lynn's heritage by emphasising its role as a living framework capable of absorbing change: historic streets becoming new cultural corridors; industrial buildings supporting creative enterprise; green infrastructure reviving the logic of the town's defences.



Figure 6. Historic Map of King's Lynn 1812 (National Library of Scotland)



Figure 7. King's Lynn 1950 (National Library of Scotland)



Figure 8. King's Lynn Conservation Area 1969

Spatial Opportunities

This adjacent diagram, and following pages, set out the key findings from the baseline analysis of King's Lynn's built environment undertaken during preparation of the Masterplan, which has informed the strategies and proposals in the following chapters.

This demonstrates the potential to deliver adaptive re-use, infill development and new public realm which capitalise on the town's historic character, green spaces and riverfront setting to respond to the opportunities afforded by the strategic context for change identified in Chapter 1.

- Major Arterial Road
- Minor Arterial Road
- Potential Cycle Network
- Potential Pedestrian Connection
- Pedestrian Priority Streets
- National Cycle Network- Route 1
- Norfolk Coast Path
- Bus Stops
- Ferry Stops
- Railway Station
- Bus Station
- 5 min and 10 min Walking Distance
- Key Public Spaces
- Open Green
- Education
- Public Uses
- Grade I Listed Buildings
- Retail Core
- Museum
- Key Gateway Locations
- Key View Points
- Trees
- Landmark Buildings

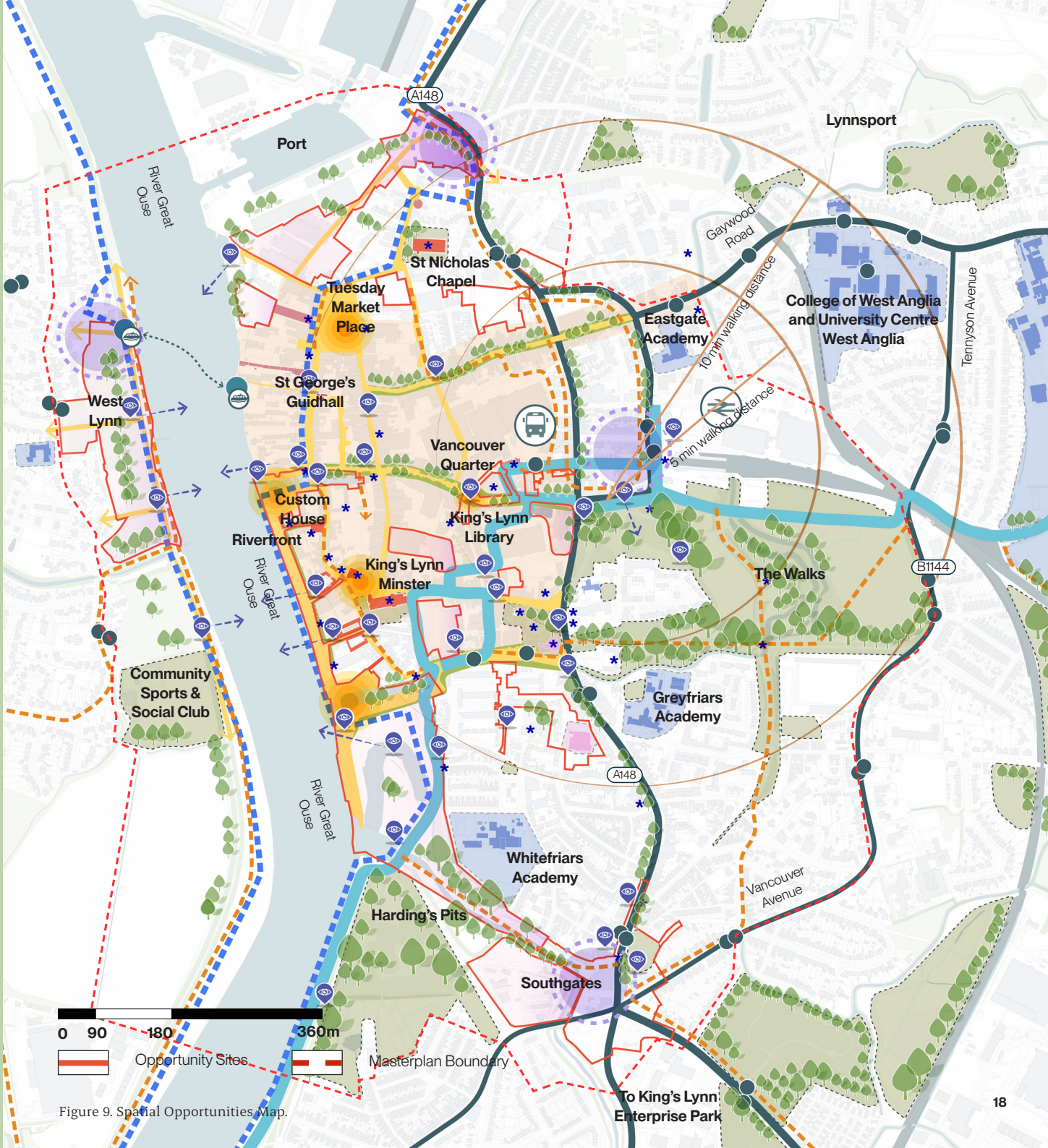

Figure 9. Spatial Opportunities Map.

Heritage Assets

King's Lynn's historic environment is a defining feature and major opportunity for the town. The everyday experience of its history gives the place its unique character and should underpin future regeneration. This requires a carefully considered approach to design, particularly for infill development, to repair the legibility of historic street patterns, and adaptive reuse within the conservation area and the setting of heritage assets.

Landmark buildings and structures play an important role in this context. They are not necessarily tall buildings, but are key townscape reference points recognised through their heritage significance, civic or public role, architectural quality, visibility, or position within key streets, spaces and views.

The Masterplan will ensure that the town continues to evolve in a way that supports contemporary needs while maintaining and enhancing its historic character and heritage value.

Built Form and Building Height

The built form of King's Lynn reflects the town's layered history. The historic core is defined by its medieval street pattern, narrow lanes, and the fine-grained arrangement of buildings and spaces.

King's Lynn is generally low-rise, with a slightly denser and taller core formed by buildings of three to four storeys, many incorporating double-height ground floors that reflect their commercial or civic uses. The skyline is punctuated by taller historic landmarks, including the Minster and St Nicholas' Chapel, which rise to around 30m and 41m respectively, alongside other distinctive skyline features such as Greyfriars Tower, the Former Granary, Pilots Office and Clifton House Tower.

There is scope for infill development to draw on this compact character to create a more efficient and sustainable urban form.

Transport and Movement

The town benefits from strong regional connectivity - including road connections via the A47, A10 and A17, and direct rail links to Cambridge and London. Locally, bus services provide connections to surrounding communities, though there are limited bus stops within the town centre. A passenger ferry links across the River Great Ouse. The Council has recently announced the progression of a business case to secure funding to enhance the accessibility of the Ferry with potential for replacement infrastructure and walkways.

The Masterplan will support the aims of the King's Lynn Transport Strategy for sustainable economic growth, improved travel choices, improved air quality and heritage protection.

Studies of surface car parking within the town centre have confirmed that this is operating below capacity. In tandem with an emerging town Parking Strategy, and planned delivery of new Active Travel Hubs at Baker Lane and the Enterprise Zone there is an opportunity for rationalisation of the parking offer alongside additional opportunities for public and active transport to improve the setting of key heritage assets.

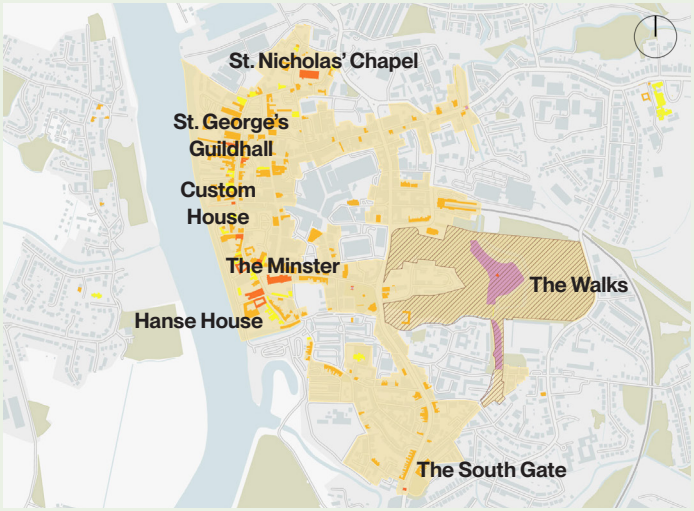

Figure 10. Heritage Designations

0 200 400m

A2 / 1:5000

Grade I
Grade II*
Grade II
Registered Park and Gardens
Scheduled Ancient Monuments
King's Lynn Conservation Area



Figure 11. Building Heights

0 200 400m

A2 / 1:5000

1-3m
5-6m
7-8m
15-16m
17-18m
19-20m
8-9m
10-12m
13-14m
21-29m
30-39m
40m +

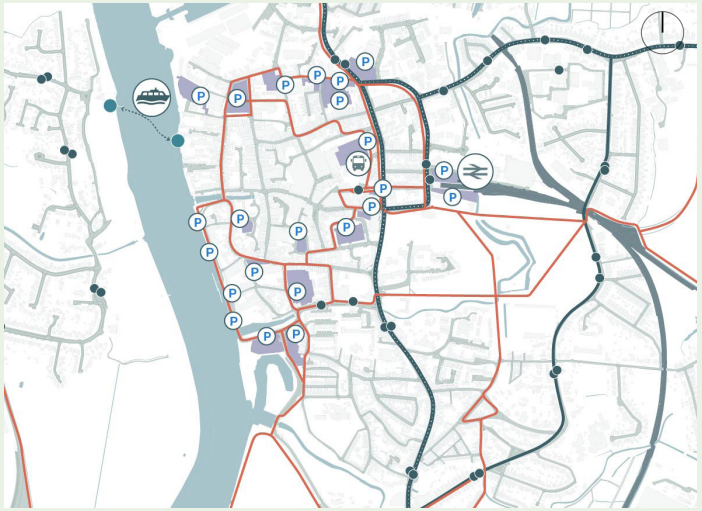

Figure 12. Transport Network

0 200 400m

A2 / 1:5000

Major Arterial
Minor Arterial
Service Road
Active Travel Network
Car Parking
Bus Stops
Ferry Stops

Land Ownership, Market and Delivery

The Local Authority is a major landowner within King's Lynn, which places the public sector in a strong position to set the regeneration agenda and steer future development.

King's Lynn's retail and leisure market is dominated by daytime trade, with a limited evening economy. From a residential perspective, the rental market is strengthening with rents increasing 8% year-on-year, outpacing regional averages. Council-led housing partnerships are delivering a diverse new build pipeline, but remain mostly low-density and suburban. There is a lack of apartment development, indicating potential for centrally located development to meet housing needs.

Green and Blue Infrastructure

The origins and growth of King's Lynn are closely tied to its relationship with the river and waterways, which have shaped both the town's economy and its landscape character. The River Great Ouse connects the town to The Wash and forms an essential part of its ecological and heritage setting.

Green infrastructure is largely concentrated on the periphery of the town centre, with the historic core itself relatively limited in green space. A key opportunity for the Masterplan is to strengthen blue green infrastructure links into the town centre - improving accessibility, biodiversity and climate resilience.

The Masterplan will be developed with regard to Norfolk County Council's Local Nature Recovery Strategy which takes a cross-boundary approach to nature recovery and maps opportunities for urban greening, ecological restoration, and habitat creation.

Flood Risk

Much of the town lies within designated flood zones. The town is situated within the tidal breach zone, and is susceptible to flooding associated with high tides and breaches of tidal defences. Climate change projections show that in 50 years' time, all of the Masterplan area will be within at least Flood Zone 2.

Flood defences form a key component of the town's resilience strategy and are critical to the potential for regeneration within the town centre and surrounding areas, as well as addressing flood risk on a site by site basis.

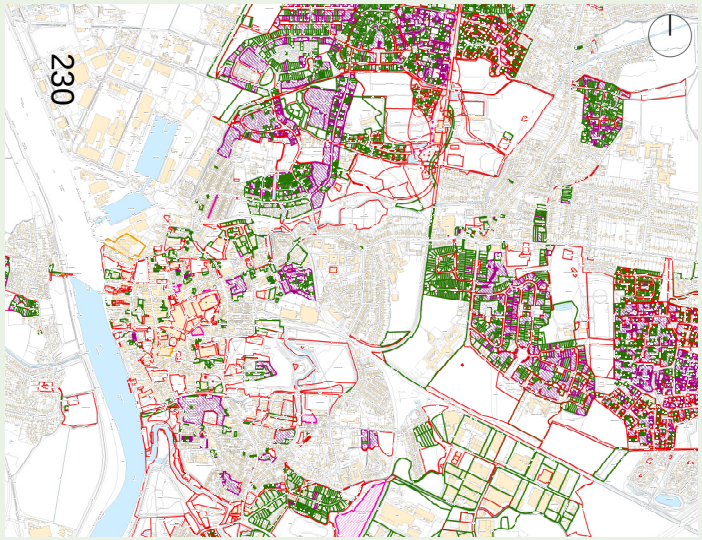

Figure 13. Land ownership

0 200 400m

A2 / 1:5000

- Acquired / In Council Ownership
- Disposed / Sold
- Transferred to Freebridge Community Housing
- Council Interest in Land



Figure 14. Green and Blue Infrastructure

0 200 400m

A2 / 1:5000

- Public Green
- Open Green
- River and waterways
- Underutilised Green
- Tree Line



Figure 15. Flood risk

0 200 400m

A2 / 1:5000

- Flood Zone 2
- Flood Zone 3A
- Flood Zone 3B
- Flood Defences

Existing Development Context

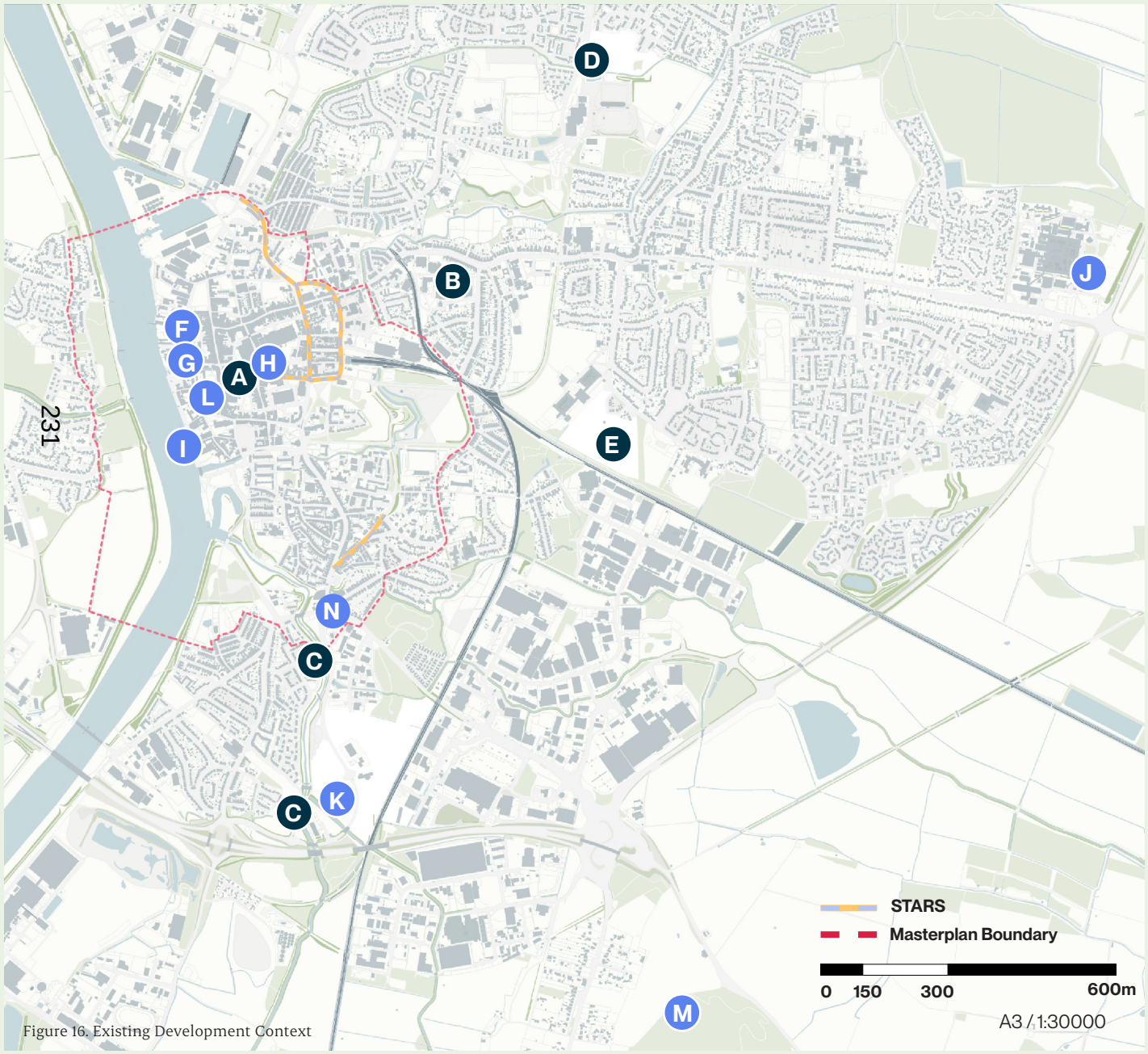

Figure 16. Existing Development Context

The projects listed below and detailed on the following pages have been recently completed or are due to be delivered by the Council. These provide the context for further improvements to the town, via the strategies and site-specific opportunities proposed through the Masterplan.

Some existing projects which have not yet fully secured funding opportunitues are included as Masterplan sites and detailed in the Illustrative Masterplan in Chapter 4.

Completed projects

- A King's Lynn Library
- B College of West Anglia School of Nursing
- C Nar Ouse Regeneration Area including Enterprise Park
- D Lynnsport Housing
- E Florence Fields

Planned or ongoing projects

- F St Georges Guildhall
- G Custom House Access Improvements
- H Baxters Plain Public Realm & Gyratory Active Travel (STARS)
- I Riverfront Dryside facilities
- J New Queen Elizabeth Hospital
- K Enterprise Park Active Travel Hub
- L Baker Lane Active Travel Hub and Pop Up Units
- M West Winch Strategic Growth Area and Access Road
- N Southgates Regeneration Area

Public realm
Housing
Non-residential
Adaptive re-use
Parking, transport and active travel



The King's Lynn Library, funded by the Towns Fund and Norfolk County Council, opened in March 2026.



The Nar Ouse Regeneration Area was the largest brownfield site in the east of England and has delivered over 250 homes, community facilities, employment floorspace and over £100m worth of investment since 2007.



The King's Lynn Enterprise Park is a 15ha business park led by the Local Authority, providing circa 48,000sqm of commercial floorspace with links to the A17, A47, A10 and mainline railway services to King's Cross.



Construction of Florence Fields, a scheme of 226 homes developed by the Local Authority in partnership with Lovell, began in 2023.



£30m renovation of St George's Guildhall & Creative hub has begun. It is the flagship scheme of the King's Lynn Town Deal Programme and priority of the Pride in Place Programme. The scheme has secured funding from the Shared Prosperity Fund, Historic England, and further public and private external funders.



Plans for reuse and accessibility improvements to the Grade I listed Custom House were approved in December 2025, and works are due to complete in 2027.



Public realm improvements to Baxters Plain, adjacent to the new library, are to be brought forward via the King's Lynn Sustainable Transport and Regeneration Scheme, through Levelling Up Funding from the UK Government. Works are due to complete in 2028.



Plans for new dryside facilities for visiting leisure craft in an annexe to the Sommerfeld and Thomas Warehouse, funded by the Town Deal regeneration programme, were approved in 2024 with work completing in 2026.



A new state-of-the-art Queen Elizabeth Hospital has secured between £1-1.5 billion of funding from Government, to deliver a sea change in health and care for communities across Norfolk, Cambridge and Lincolnshire. The project is due for completion in 2032.



Plans for an active travel hub providing new car, cycle, public transport and pedestrian facilities at King's Lynn Enterprise Park were submitted in 2025 and will be brought forward as part of the Town Deal regeneration programme. This includes an informal park and ride option with two bus stops located directly adjacent to the hub on Nar Ouse Way.



3. Vision and Strategies

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This chapter sets out how the Neighbourhood Board's 'Grand Vision' for King's Lynn has been translated into a spatial vision for regeneration of its built environment over the next 20 years and beyond. This informs six Masterplan Strategies which promote a cohesive, town-wide approach to key issues such as flood risk, movement and access, housing delivery, and open space. These should be used to guide future development and improvements to the town centre.

The Vision

King's Lynn will be a **forward-looking town** which **protects and enhances its built form**, and **meets the needs of its residents and visitors** through an approach to urban regeneration which puts the town's **culture and heritage** at its heart, to create **outstanding buildings and spaces** for all.

This will be achieved by **high-quality adaptive re-use** of existing buildings and heritage assets, and **sensitive new development** of brownfield land and underutlised buildings to provide **new sustainable high quality town centre living**, alongside **community, commercial and cultural uses that meet local demand** and support the role of the town centre.

These assets will be connected via **high-quality public realm and transport and access improvements**, while environmental quality will be increased through **extensive urban greening** throughout the town. The **riverfront will be celebrated** for its role in King's Lynn's **maritime history,** and as a **major natural asset** for the town.

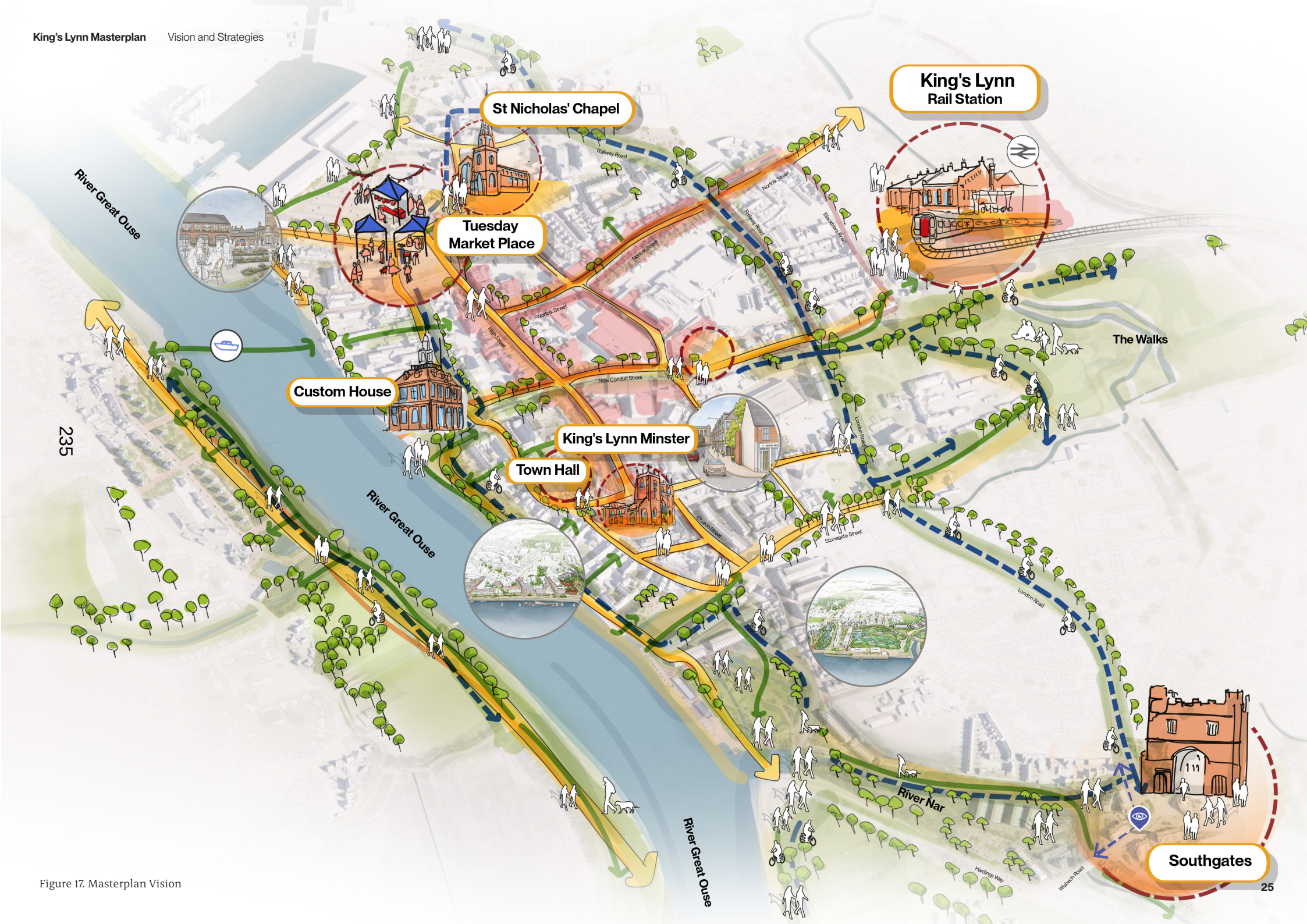


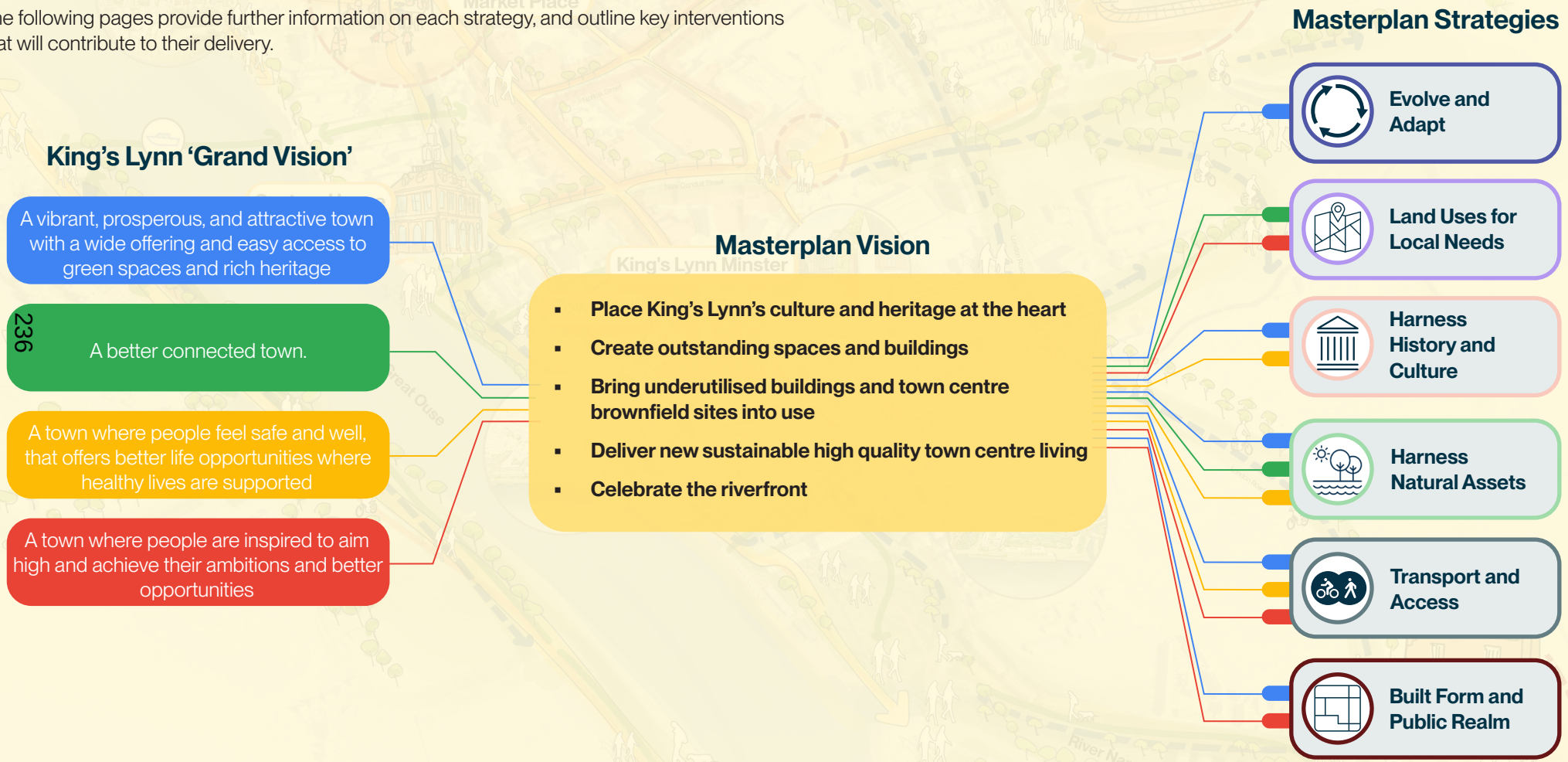
Figure 17. Masterplan Vision

From Vision to Strategies

The Masterplan translates the 'Grand Vision' set by the Neighbourhood Board's Pride in Place 10 Year Vision into a bespoke vision for the built environment.

In turn, this has been used to develop six Masterplan strategies which will form a practical framework for delivery of future development and improvements to the town centre.

The following pages provide further information on each strategy, and outline key interventions that will contribute to their delivery.



Strategy 1: Evolve and Adapt

Drive visible, incremental change through early projects that build confidence, unlock investment, and lay the foundations for larger, long-term transformation across King's Lynn.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.

The short term priorities identified have been informed by the priorities expressed by stakeholders and the general public during engagement on the Masterplan.

1 Short Term (0-5 years)

1.1.1 **Use quick wins to improve streets and public spaces:** including new public realm at Devil's Alley; enhancement of walking and cycling routes to Southgates; public realm and shopfront improvements on the High Street and Norfolk Street in line with the emerging Shopfront Design Guide; Railway Road and Baxter's Plain improvements

1.1.2 **Support temporary, flexible and meanwhile uses** including early works to Sommerfeld and Thomas and meanwhile use of vacant retail units

1.1.3 **Introduce low-cost interventions that test future, long-term ideas and improvements:** provide new edge of centre car parks to free up town centre sites for new uses or public realm improvements.

1.1.4 **Improve the accessibility and legibility of key routes (e.g. Rail-to-River):** Delivery of Rail-to-River connection with public realm, infill and meanwhile uses including public realm improvements delivered at Baxters Plain.

1.1.5 **Repurpose existing buildings with minimal intervention, consistent with their conservation (where relevant):** Reuse the former Debenhams building and former Baths building for commercial, workspace leisure and/or residential uses.

1.1.6 **Prepare sites for future development:** surveys, site clearance and decontamination at sites Port Area sites to the north of the town centre and St James Swimming Pool; Repurpose post office property for housing opportunities

1.1.6 **Develop business cases, funding routes, partnerships and land assembly**

2 Medium Term (5-10 years)

1.2.1. **Retain heritage character while enabling new uses consistent with building conservation:** Reactivate landmark buildings - e.g. creative spaces in the Sommerfeld and Thomas Warehouse

1.2.2 **Reinforce active ground floors and diverse uses:** Including at Former Debenhams and Former Post Office

1.2.3. **Enhance key public spaces (riverfront, squares, High Street):** Create a riverfront destination: redefine public realm at King's Staithe and South Quay, building on completed works at Devil's Alley; Deliver residential/community building at Common Staithe Quay

3 Long Term (10-20 years)

1.3.1 **Enable phased growth aligned with infrastructure improvements** through delivery of remaining Masterplan sites

1.3.2. **Deliver major mixed-use, cultural and leisure destinations**

Strategy 1: Evolve and Adapt

- A Rationalise Parking: Port
- B Rationalise Car Parking & Provide Redeveopment- Boal Quay
- C Former Debenhams
- D Sommerfeld and Thomas
- E Former Post Office
- F Devil's Alley Public Realm
- G Inner Purfleet
- H St James' Swimming Pool
- I Southgates Regeneration Area
- J Land North of Wisbech Road
- K Former Baths Building
- L Deliver Rail To River Link - Baxters Plain and STARS
- M Evolve the High Street and Norfolk Street
- N Deliver Railway Road Improvements- - STARS
- O Hillington Square Phase 6
- P Austin Street East Car Park
- Q Create Riverfront Destination
- R Common Staithe Quay
- S Chapel Street Car Park
- T West Lynn
- U Baker Lane Car Park
- V Old Market Street Car Park
- W Tuesday Market Place
- X Saturday Market Place
- Y Deliver Remaining Masterplan Sites

New and Improved Green Areas

West Lynn, Multifunctional Green Area - Nature and Leisure

Improved pedestrian links

Provide links to new interceptor car parks

Rationalise and relocate car parking

Public Realm Improvements

Opportunities for New Development

Frontage Improvement

Site Preparation Works

Bus Station

Train Station

Ferry

Parking Area

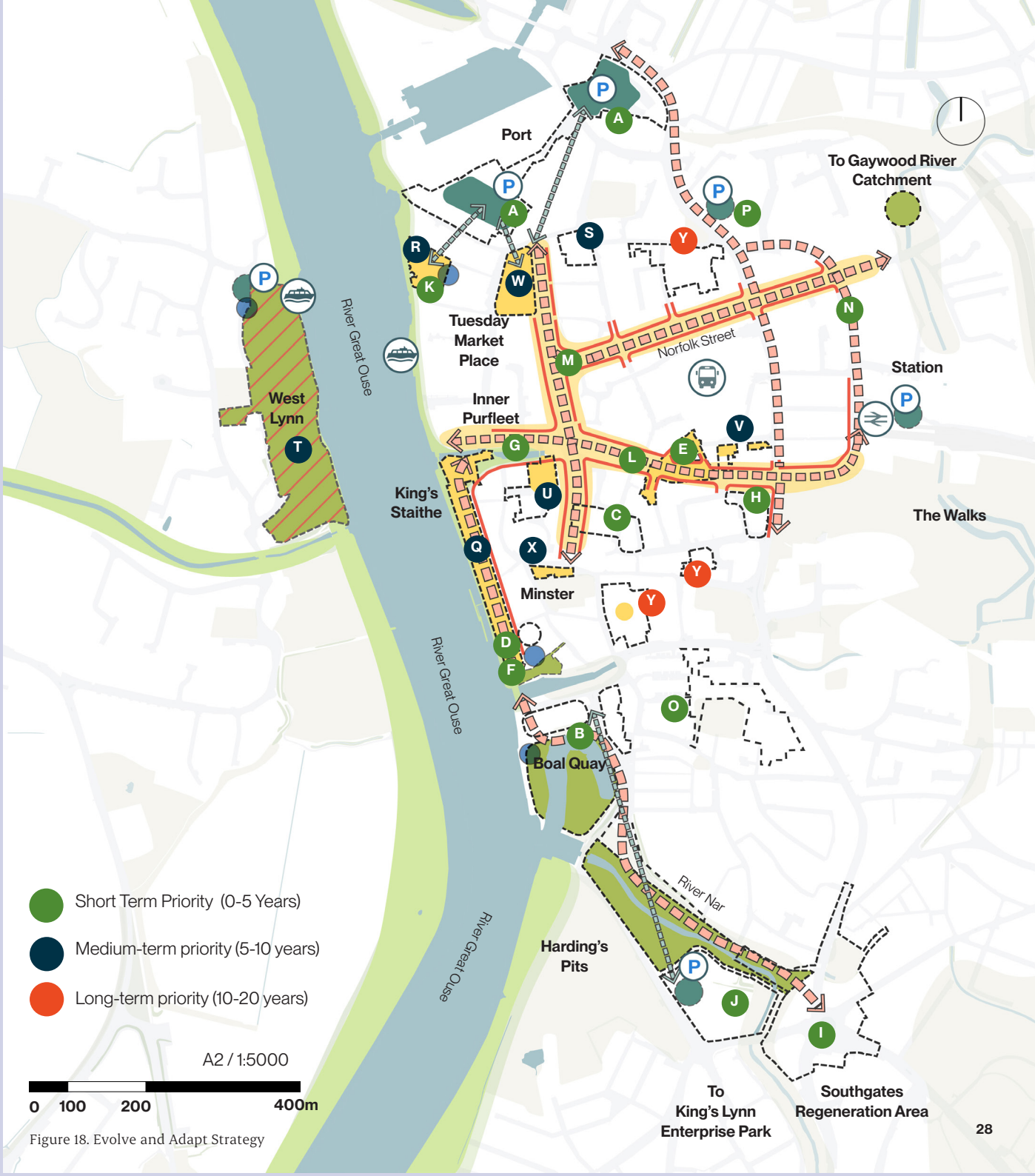


Figure 18. Evolve and Adapt Strategy

Strategy 2: Land Uses for Local Needs

Focus energy and investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk. Deliver diverse homes, community, commercial and cultural uses that meet local needs, support sustainable town centre living, and contribute to strong economic, cultural and leisure activity throughout the day and evening.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown. These align with the feasibility proposals set out in the illustrative Masterplan in Chapter 4, which can be referred to for further detail.

As set out in the introduction to this report, the regeneration opportunities identified through the Masterplan form part of the Local Authority and Neighbourhood Board's wider approach to improving social, economic and public health outlooks for the town.

You may also wish to refer to:

- West Norfolk Economic Strategy (2025)
- King's Lynn Housing Needs Assessment and Delivery Strategy (emerging)
- King's Lynn Leisure Faclities Study (emerging)
- West Norfolk Sports Facilities Strategy (2025)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Housing & Community

2.1.1 **Promote mixed-used development:** at opportunity sites, masterplan sites and throughout the town centre to provide activation during the day and evening

2.1.2 **Meet local housing need via an appropriate mix of affordable and market housing which aligns with Local Plan policy and the King's Lynn Housing Needs Assessment and Delivery Strategy.** This includes apartment and housing development responding to a current gap in the market for 1 bed flats

2.1.3 **Consider young professionals and local people in the mix of residential and non-residential uses proposed**

2.1.4 **Consolidate community services into accessible town centre neighbourhood nodes and industrial areas. Community facilities and space are needed in the town centre for services but also to provide meeting and gathering spaces for the town centre community.**

2.1.5 **Support health, education and skills provision**

2.1.6 **Ensure residential development contributes to active, safe streets**

2 Economy & High Street

2.2.1 **Diversify the town centre economy with leisure, workspace, culture and evening uses:** evolve the High Street by consolidating retail and introducing workspace, leisure, evening uses and residential uses; reinforce Norfolk Street's role in the evening economy; outdoor seating to encourage a 'cafe culture' along key routes and spaces including Saturday Market Place, Tuesday Market Place, Norfolk Street and parts of the High Street; and indoor market opportunities through sympathetic adaptive re-use of historic buildings.

2.2.2. **Support the evening economy through active ground floors and safe, attractive public spaces:** define Blackfriars, New Conduit and Purfleet Street as key mixed-use character areas and the spine of the town including new public realm at Baxters Plain

2.2.3 **Strengthen riverfront activity and integrate it with the wider town centre** via destination uses and public realm which support leisure and evening activity, integrated with residential development to the south

2.2.4 **Blur the boundaries between industry and town centre:** support creative, industrial and flexible workspace in strategic locations

2.2.5 **Ensure that new commercial uses are complementary to existing uses within the town centre** - these should not detract from existing spaces or serve as an equivalent alternative to vacant units on the High Street.

Strategy 2:
Land Uses for Local Needs

1. Port
2. Common Staithe Quay
3. St. James' Swimming Pool
4. King's Lynn Riverfront
5. West Lynn
6. Juniper, Austin, Chapel Street and Albert Street Car Parks
7. Post Office
8. Church Street
9. Boal Quay
10. Wisbech Road
11. Southgates
12. Former Debenhams
13. Hillington Square Phase 6
14. St James Street Kwik Fit and Car Park

- Evolve the High Street - consolidate retail plus new leisure/workspace/ residential
- Retail/mixed use spine
- Norfolk Street as primary evening economy spine, including pedestrianisation
- Enhanced Green Space
- West Lynn, Multifunctional Green Area - Nature and Leisure
- Proposed Housing Sites
- Community Uses
- Destination Spaces
- Town Centre
- Tourism / Leisure Uses
- Education / Employment Uses
- Bus Station
- Train Station

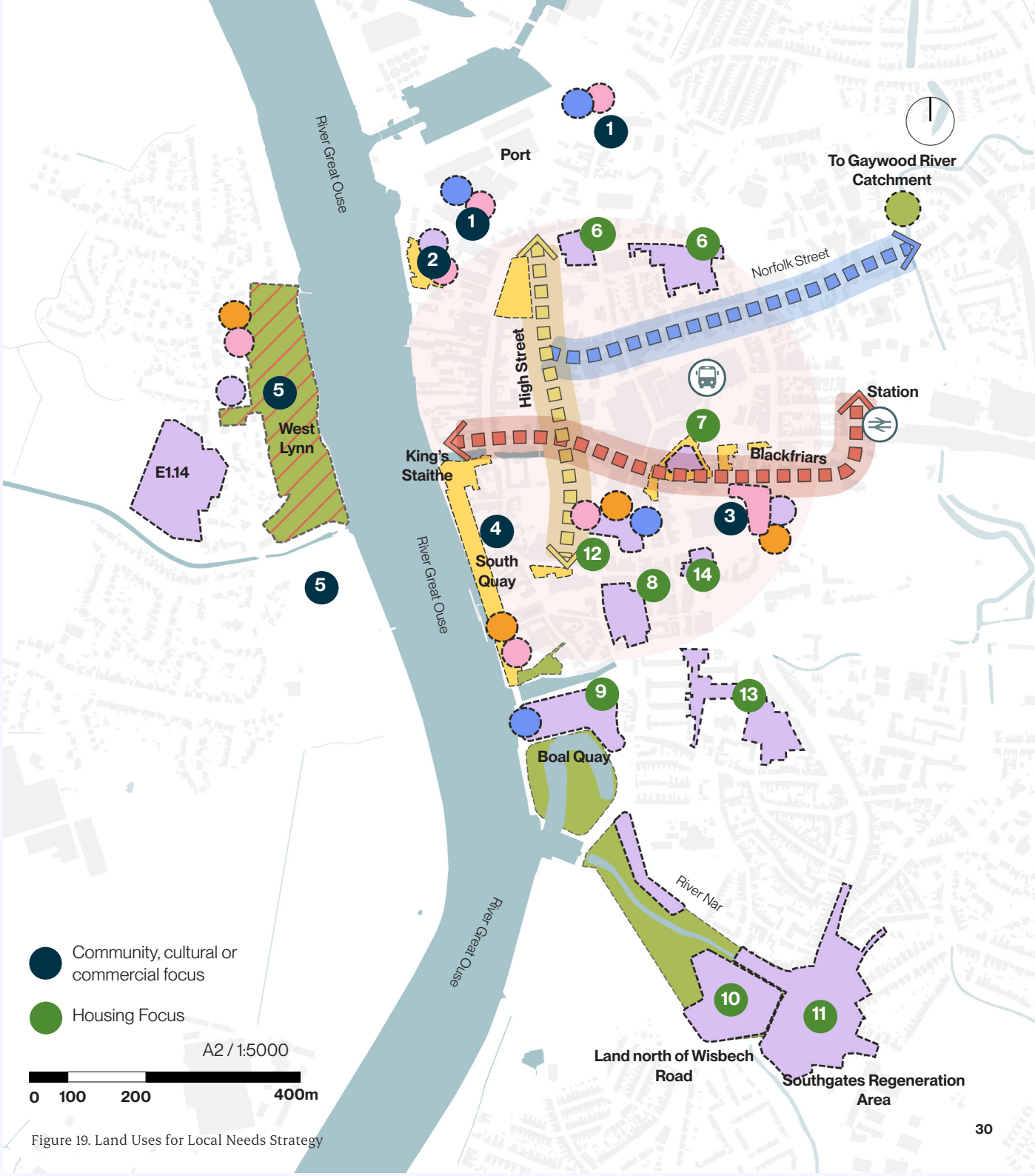


Figure 19. Land Uses for Local Needs Strategy

Strategy 3: Harness History and Culture

Celebrate King's Lynn's heritage, using its historic fabric and form as a catalyst for high-quality, sustainable growth. Support and provide spaces for cultural industries.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown. In tandem, an updated version of the King's Lynn Conservation Area Appraisal and Management Plan and new Shopfront Design Guide will provide greater clarity for applicants on what is expected of new development in the historic town centre, and enable robust decision-making.

It should be noted that the Masterplan is not a statutory planning document for historic buildings, monuments or conservation areas and all local policies and guidance should be adhered to when making decisions about the use of a heritage building or conservation area

You may also wish to refer to:

- King's Lynn Culture and Heritage Strategy (2025)
- King's Lynn Conservation Area Appraisal and Management Plan (emerging)
- King's Lynn Shopfront Design Guide (emerging)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Signpost and Appreciate Heritage and Townscape

3.1.1 **Reinforce, enhance and supplement existing heritage trails - highlighting historic spaces, important views, cultural interest and natural assets:** Create a maritime and hidden gems trail along the port and riverfront to celebrate the town's former and ongoing maritime industries; and a heritage and cultural walking route covering key landmarks including the St George's Guildhall, Corn Exchange, Majestic Cinema, Lynn Museum, Trues Yard, Town Hall & Stories of Lynn, Galleries, Minster, St Nicholas Chapel, Greyfriars Tower, the Walks and Red Mount, and Southgates.

3.1.2 **Protect, enhance and reveal key views of landmark buildings -** including but not limited to church spires and the town centre skyline - through enhanced interpretation, and the location and configuration of new development

3.1.3 **Improve wayfinding, signage, and visitor experience**

3.1.4 **Enhance historic alleys, lanes and passages through public realm and wayfinding improvements:** including improved surfacing, lighting, signage, interpretation and decluttering to strengthen permeability, accessibility and local character.

2 Cultural Vitality and Adaptive Re-use

3.2.1 **Re-activate historic buildings through sympathetic adaptive re-use including workspace, cultural, community and leisure uses:** reuse the Sommerfeld and Thomas Warehouse, considering connections to adjacent public realm improvements at Devil's Alley and along South Quay; former Baths; Post Office and former Debenhams building; indoor market opportunities

3.2.2. **Utilise heritage assets for local people, to support training, skills, and local economic benefits:** Support reuse of these and further buildings for workspace, cultural, community and leisure uses, including consideration of Historic England guidance on developing creative industry hubs (March 2026)

3.2.3 **Promote region-wide heritage marketing and interpretation**

3.2.4 **Follow the recommendations and design principles set by the forthcoming Conservation Area Management Plan and Shopfront Design Guide**

Strategy 3: Harness History and Culture

- Adaptive Re-use
- 1 Baths Building
- 2 Former Debenhams
- 3 Post Office
- 4 Sommerfeld and Thomas Warehouse
- 5 Old Library
- 6 Kwik Fit
- 7 St George's Guildhall
- 8 South Gate
- 9 New King's Lynn Library

- Heritage, Culture and Maritime Trail
- Historic Core
- Conservation Area
- Key Cultural Buildings
- Connections with maritime identity
- Key Views
- Landmark Buildings
- Bus Station
- Train Station
- Ferry

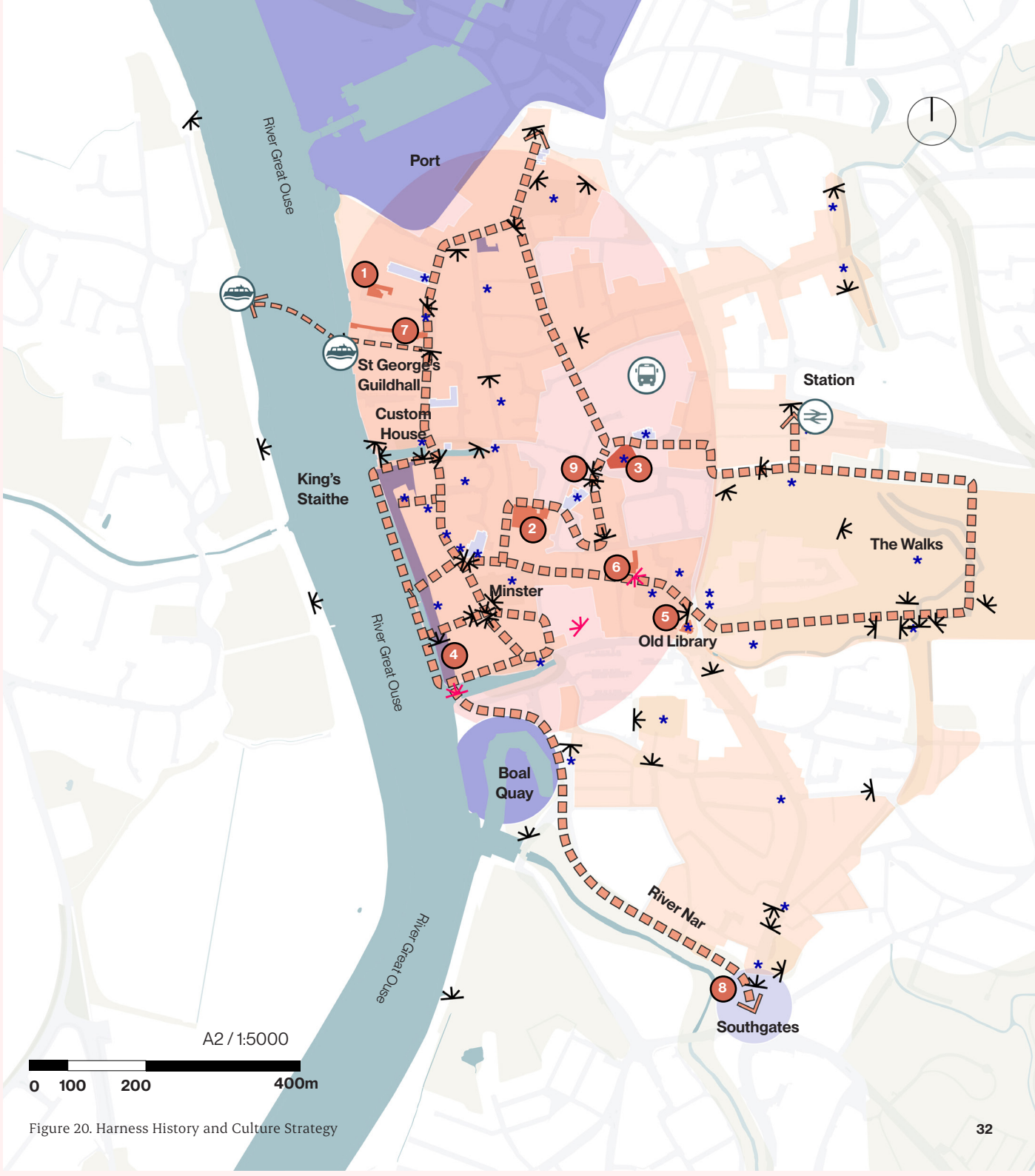


Figure 20. Harness History and Culture Strategy

Strategy 4: Harness Natural Assets

Celebrate King's Lynn's existing natural landscapes including the riverfront, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these while supporting wider climate change agenda. Ensure a high quality of environment for existing and future users.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.



Figure 21. Example of Sustainable/ Green Car Parking Design

You may also wish to refer to:

- King's Lynn Public Realm Action Plan (2021)
- Norfolk Local Nature Recovery Strategy (2025)
- King's Lynn and West Norfolk Polliator Action Plan (2025)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Green and Blue Infrastructure

4.1.1 **Introduce new and enhanced green spaces to create a connected green network across the town and with its wider landscape.**

4.1.2 **Design multi-functional green spaces supporting recreation, biodiversity and water management. Consider the appropriate use for each space, with a balance between tranquil/ecological zones, structured planting, and play spaces.**

4.1.3 **Establish key green corridors linking the town centre, station, and riverfront:** Rail To River; The Walks to River; Southgates to the Walks and River; London Road and Railway Road (as part of STARS); Riverfront connections

4.1.4 **Support the network with walking and cycling routes**

4.1.5 **Apply heritage-sensitive greening to key historic locations:** including King Street (outside of the St George's Guildhall), Tuesday Market Place, Common Staithe Quay, Purfleet, King's Staithe Square

4.1.6 **Improve appreciation of and connections with the river through public spaces, views, and opportunities for leisure** at both the town centre riverfront and West Lynn

4.1.7 **Integrate green surfaces into car parking where possible:** surface parking areas should be designed as part of the green and blue infrastructure network, using permeable surfacing, tree planting, rain gardens, planted edges and other SuDS features to reduce surface water run-off, improve biodiversity, provide shade and soften the visual impact of parking.

4.1.8 **Integrate green roof, walls and other forms of vertical greening** into new development where appropriate.

2 Environmental Quality

4.2.1 **Strengthen climate resilience by restoring natural systems, managing water intelligently, and ensuring safe ground and soil conditions**

4.2.2. **Provide development which is sensitive and resilient to flood risk in terms of the use and configuration of buildings and spaces, and appropriate to its location, to ensure all uses are safe for their lifetime**

4.2.3 **Upgrade drainage systems and introduce SuDS to ensure sustainable water management**

4.2.4 **Remediate contaminated land and improve ground conditions to unlock development**

In addition to site-specific measures ensuring flood mitigation, safety and resilience, projected increases to flood risk within the town centre require a strategic response to maintaining and upgrading the town's flood defences in partnership with the Environment Agency. The emerging Local Plan will be supported by a new Strategic Flood Risk Assessment (SFRA).

Strategy 4: Harness Natural Assets

1. Old Market Street
2. St James' Court Car Park
3. Devil's Alley
4. Boal Quay
5. West Lynn
6. Riverfront
7. Common Staithe Quay

A. Rail to River
B. The Walks to River
C. Riverfront
D. Railway Road
E. River to Southgates
F. Southgates to The Walks
G. West Lynn

- Green Route
- Green Link/ Support the Green Route
- New/ Improved Green Areas
- West Lynn, Multifunctional Green Area - Nature and Leisure
- Greened / SuDS-integrated surface parking areas (Ground level parking with permeable surfacing, tree planting and SuDS landscaping.)
- Heritage-Sensitive Greening
- Other New Development to incorporate Greening
- Ecological Green Corridors
- Existing Green Areas
- Site Preparation Works
- Bus Station
- Train Station
- Parking Area

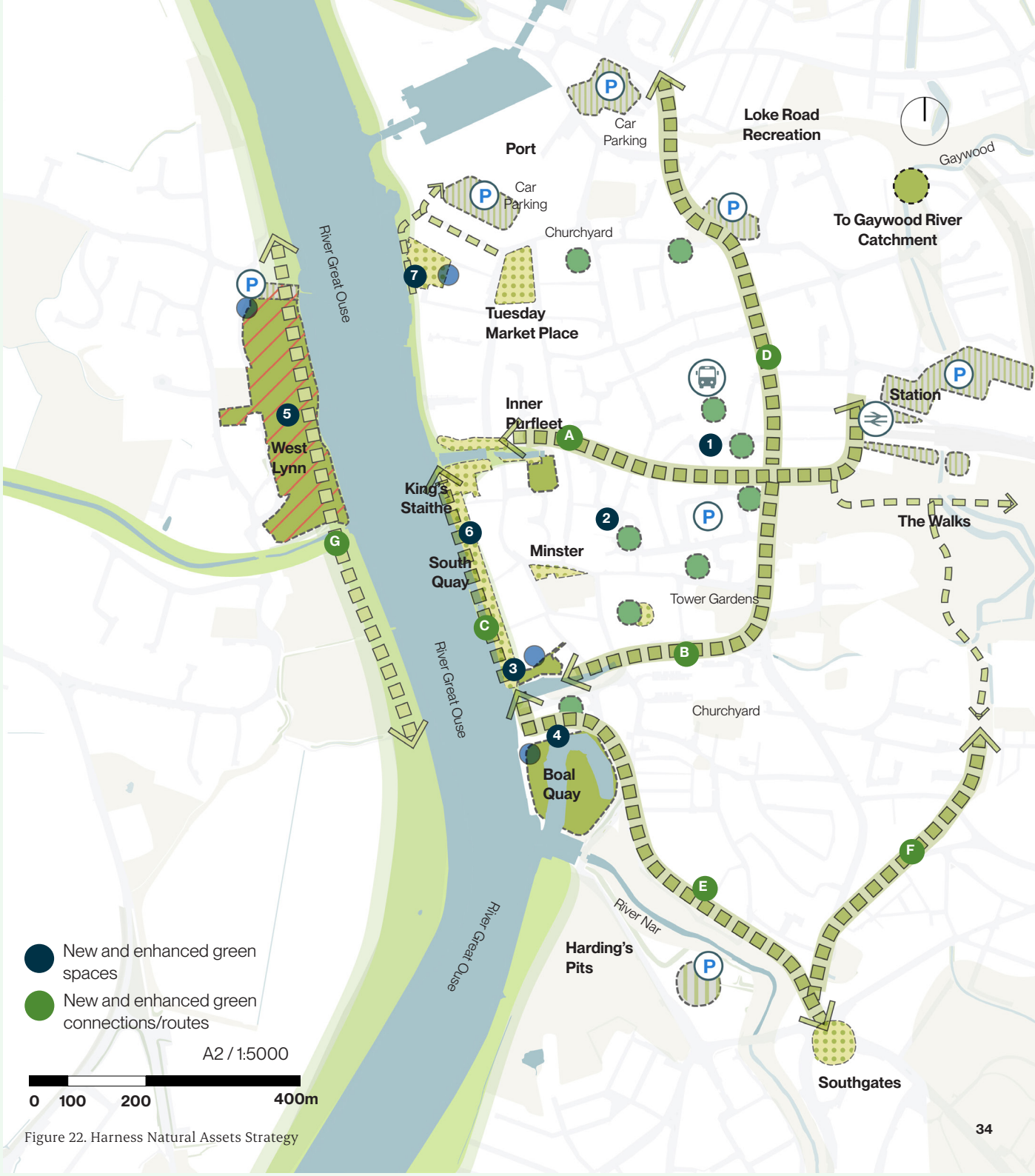


Figure 22. Harness Natural Assets Strategy

Strategy 5: Transport and Access

Build a connected, people-first town by creating a coherent network of active travel and public transport - making access easy, inclusive and low-carbon. Support town centre placemaking by relocating car parking to edge-of-centre locations and freeing up key spaces.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.

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You may also wish to refer to:

- King's Lynn Local Cycle and Walking Infrastructure Plan (2022)
- King's Lynn Transport Strategy (2026)
- King's Lynn Parking Strategy (2026)
- Norfolk Local Transport Plan (2021)
- King's Lynn and West Norfolk Local Plan 2021-2040
- Historic England: Streets for All (2018)
- Historic England: Transport and the Historic Environment online guidance

1 Active Travel and Public Transport

5.1.1 **Provide a people-first, door-to-door network through delivery of safe, continuous and legible routes for walking, wheeling and cycling to/from the town centre, aligned with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).** This includes connections along the river front (east and west) and between the river and station; the Norfolk Street spine which should be strengthened to support evening activity and safer routes after dark; and a high-quality, legible north–south link through the heart of the town centre for pedestrians and, where appropriate, cyclists; Enhanced north–south link in West Lynn for movement along the riverfront linking with LCWIP connections over Cut Bridge to King's Lynn from West Lynn.

5.1.2 **Deliver high-quality, accessible cycle parking appropriate to its location** (short-stay in the core, longer-stay at hubs/station).

5.1.3 **Improve reliability, legibility and passenger experience so public transport is a convenient default for local access.** This includes improvements to on-street bus stops, passenger information and accessibility; and introduction of a potential town centre 'service route' (and/or demand-responsive shuttle) to link the railway station, key car parks including coach parking for visitors, the riverfront, town centre destinations and active travel hubs at the Enterprise Zone and Baker Lane.

5.1.4 **Deliver multi-modal hubs (car, bus, cycle parking, cycle hire, EV charging and wayfinding) that make switching modes simple and attractive supported by LCWIP micromobility.**

5.1.5 **Improve access to the West Lynn ferry** via enhanced parking facilities on the west bank and step-free, legible walking/cycling connections.

5.1.6 **Integrate active travel interventions with the historic environment** - consider materials, surfacing, lighting, street furniture and boundary treatments.

2 Car Parking and Vehicle Movement

5.2.1 **Reconfigure car parking to reduce unnecessary traffic in the historic core while keeping the centre accessible - shifting towards edge/interceptor locations with clear, safe routes towards the town centre to support 'park once' trips and protect town centre streets and heritage spaces for people and activity.** Reduced or removed car parking at Boal Quay, Common Staithe Quay and Church Street car parks can be enabled by delivery of new car and secure motorcycle parking provision at the Port and land north of Wisbech Road. Vancouver car park, St James multi-storey car park, and the Morrisons/Station car park are to be retained as a coherent managed offer.

5.2.2. **Improve retained car parks via lighting, access, spacing, security/CCTV and wayfinding.**

5.2.3 **Prioritise short-stay and inclusive access:** Provide managed delivery and servicing and accessible bays in the town centre to support business operations and disabled access.

5.2.4 **Review and adjust parking tariffs and rules to support turnover, reduce core circulation and enable long-term modal shift.**

5.2.5 **Plan for EV charging provision across the retained and interceptor car parks, aligned with future demand. Utilise the town-wide parking application and real-time vehicle/space monitoring (e.g., VMS/ANPR) to improve user experience and reduce search traffic.**

5.2.6 **Ensure that EV charging infrastructure is well-designed and integrated into heritage settings.**

5.2.7 **Deliver phased change with alternatives first:** bus and active travel improvements should precede any relocation of long-term parking spaces to the edge of the town centre.

Strategy 5: Transport and Access

Key Areas for Improvement - Pedestrians and Cyclists

1. King's Lynn Riverside
2. Rail to River
3. The Walks to River
4. Norfolk Street
5. Port to Town Centre
6. West Lynn Riverside
7. High Street

Pedestrian Focus

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A. River to Southgates (Cycle Focus

B. Riverlink - King's Lynn to West Lynn/ Ferry way cycle improvements

Key Pedestrian Routes

Key Cycle Routes

Riverfront Pedestrian Priority

Mobility Hub: Cycle Parking, Information, E-bike Provision

Bus Station

Train Station

Ferry

Potential Coach Parking

Existing Coach Parking

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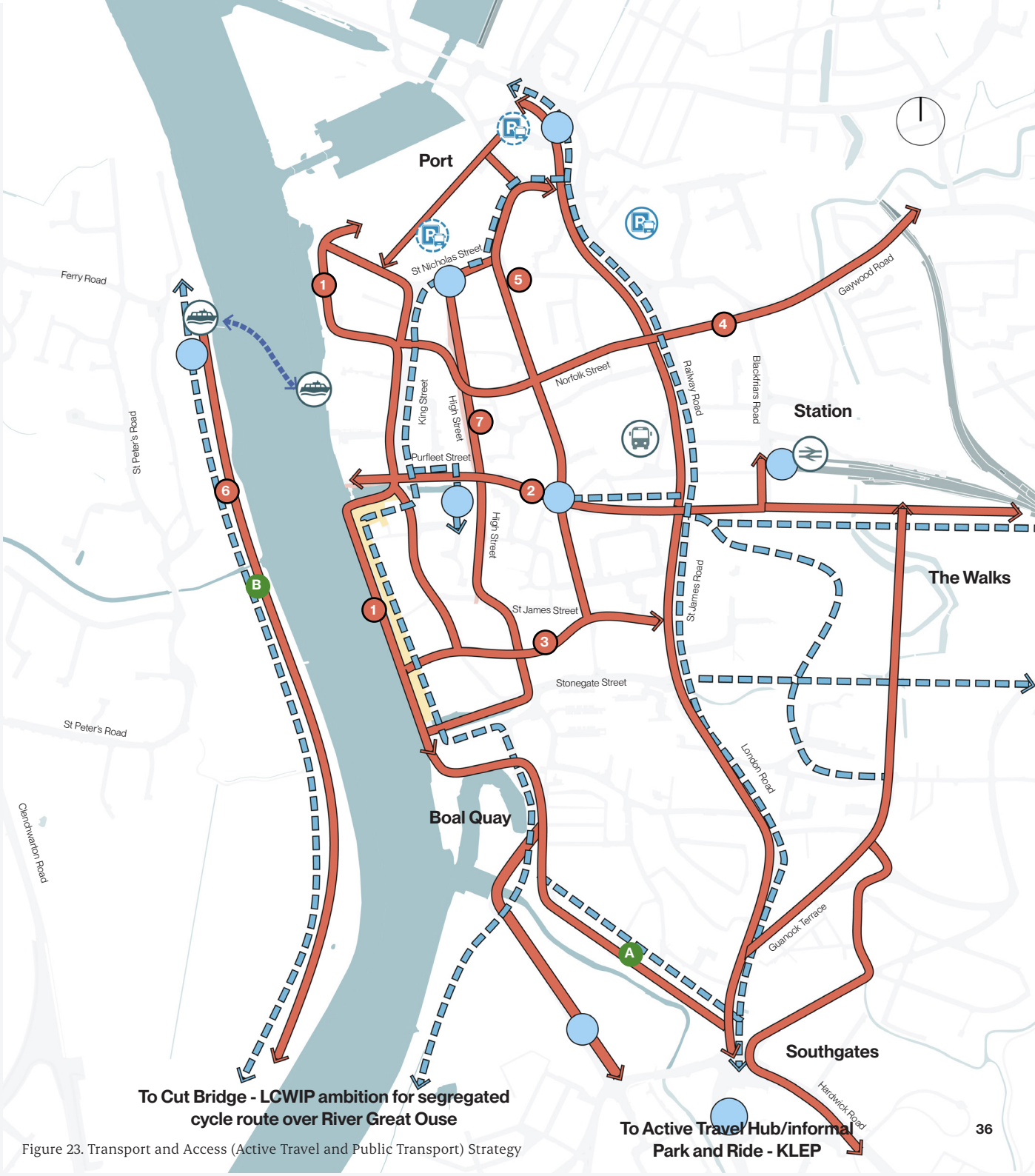

Figure 23. Transport and Access (Active Travel and Public Transport) Strategy

Strategy 5: Transport and Access

Interceptor Car Parks and Public Transport Improvements

- 1 Port
- 2 Morrison's / Station Car Park
- 3 Vancouver Car Park
- 4 St. James' MSCP
- 5 Active Travel Hub
- 6 Land North of Wisbech Road
- Interceptor Car Park Locations
- Proposed Bus Route 'Lynn Link'
- Related Access/Service Routes
- Potential Town Centre Service Route
- Existing Ferry Route
- Proposed/Improved Car Parking Areas
- Re-purposed car parks
- Opportunity to provide interceptor car parking as part of new development
- Bus stop upgrades
- Potential Town Centre Service Route Stops
- Bus Station
- Train Station
- Ferry
- Parking Area
- Potential Coach Parking
- Existing Coach Parking
- Junction Improvements
- 5 minute walking distance
- 10 minute walking distance

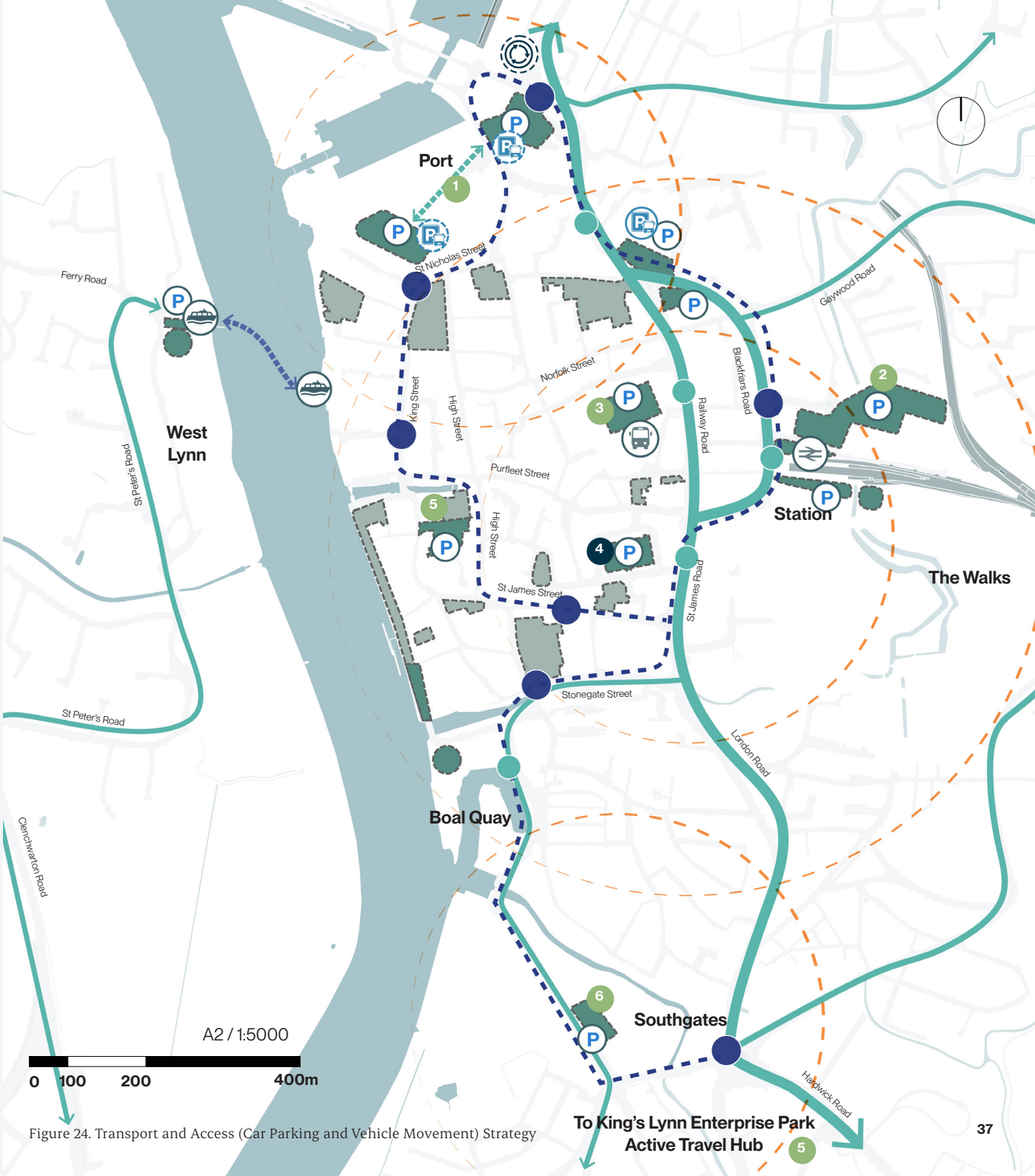

Figure 24. Transport and Access (Car Parking and Vehicle Movement) Strategy

Car parking

Guided by the overarching strategy for transport, access and movement, the reconfiguration of car parking in King's Lynn has the potential to unlock major placemaking and heritage benefits for the town, and is key to realising the full ambition of the Masterplan.

The location, quality, and management of parking directly influence how people access the town centre, how long they stay, and whether they choose sustainable alternatives. Regeneration therefore requires parking to be managed as part of a wider place-shaping strategy.

The Masterplan seeks to consolidate numerous disjointed surface car parks, and re-locate long-term spaces to locations on the edge of the town centre. In tandem with prioritising short-stay, well-located parking and improved bus, walking, and cycling options this is intended to support footfall, boost local businesses, and improve the setting of key heritage assets including Tuesday Market Place and the Minster.

Importantly, this will be undertaken as part of a flexible, adaptable and phased approach, subject to monitoring and review over the 20-year lifespan of the Masterplan. Improved connections between interceptor (edge of centre) car parks, and improved public transport and active travel options will be delivered in the short to medium term before any substantial reduction in spaces takes place in the longer term through delivery of development and a wider shift to sustainable transport. The Masterplan is not seeking to remove car parking where it is needed - King's Lynn serves a large rural area, and it is important to make sure that all modes of transport can continue to access the town centre in the most appropriate and accessible locations.

This approach aligns with the emerging King's Lynn Parking Strategy which will be finalised alongside the Masterplan, and delivers key priorities set out in the adopted King's Lynn Transport Strategy and Local Cycling and Walking Infrastructure Plan (LCWIP).



Figure 25. Existing parking at Common Staithe Quay compromises the setting of Grade II and II* listed buildings - Pilots Office, Baths building, Barclays Bank and Corn Exchange



Figure 28. New residential and business development, and public realm at Common Staithe Quay enabled by relocation of parking spaces to the Port and Timber Yard Opportunity Site



Figure 26. Existing parking at Boal Quay has been granted temporary planning permission since the early 2000s but fails to capitalise on a key waterfront location

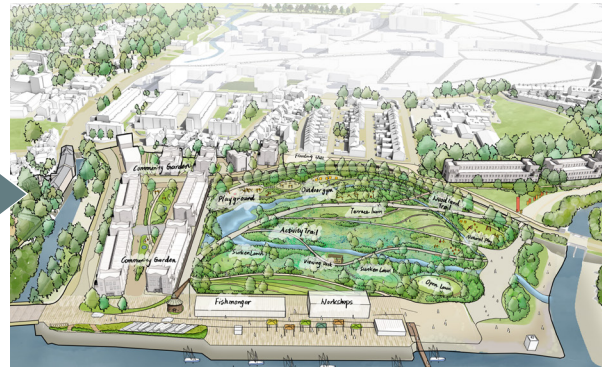

Figure 29. New homes and enhanced public realm at Boal Quay enabled by relocation of car parking spaces



Figure 27. Existing parking at Tuesday Market Place compromises the setting of surrounding Grade II listed buildings

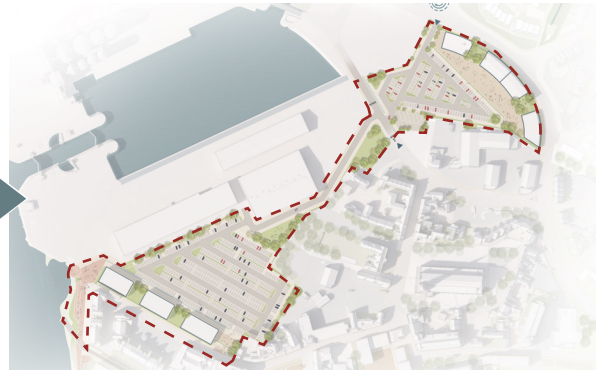

Figure 30. New 517 space interceptor car park at the port, enabling reduction of parking at Tuesday Market Place and Common Staithe Quay to free up land for public realm improvements

Strategy 6: Built Form and Public Realm

Repair and reconnect the urban fabric through mixed-use, higher-density development and public realm which bring activity, life, and balance back into the town centre.

This strategy will be delivered by interventions which follow the principles set out adjacent and illustrated on the following page - including but not limited to the examples shown.

You may also wish to refer to:

- King's Lynn Public Realm Action Plan (2021)
- King's Lynn Conservation Area Appraisal and Management Plan (emerging)
- Healthy Streets Indicators (online resource at www.healthystreets.com)
- King's Lynn and West Norfolk Local Plan 2021-2040

1 Urban Form

6.1.1 **Respect established building heights and townscape character, while responding to opportunities for infill development and optimised land use to deliver new development that meets local needs**

6.1.2 **Protect key views and vistas towards heritage assets, across green spaces and across the river**

6.1.3 **Re-establish historic plot rhythms and urban grain where these have been disrupted by modern development or historic site clearance,** including through new built development

2 Public Realm and Wayfinding

6.2.1 **Prioritise human-scale design to create comfortable, healthy environments considering the Healthy Streets Indicators.**

6.2.2. **Deliver community-focused public realm that balances tranquil zones with well-designed, engaging play areas for children**

6.2.3 **Create incidental and destination spaces at all scales (micro-destinations - pocket spaces, local squares - to major public realm enhancements along the riverfront).** This includes: reclaiming Tuesday Market Place as a vibrant common ground for celebrating, performing, resting, and gathering; new public realm at Common Staithe Quay which integrates with surrounding community, residential, and evening uses; reshaping the riverfront as a pedestrian-priority destination, linking Purfleet Quay, King's Staithe Square, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates Regeneration Area; reclaiming the area around the Minster as a public place which connects seamlessly with the town's heritage and cultural character; improvements at further spaces including Chapel Street Car Park, Baker Lane and Baxter's Plain; and provision of outdoor seating at public spaces and along key routes including pedestrianised parts of Norfolk Street and parts of the High Street. Improvements to Kings Staithe Square, Tuesday and Saturday Market Places must retain necessary flexibility to accommodate markets, events and gatherings which contribute to their ongoing vitality and reflect their historic function within the town.

6.2.4 **Enhance town identity through landscaping, materials and detailing which follow key principles in the Public Realm Action Plan**

6.2.5 **Improve wayfinding and connectivity through enhancements to Lynn's network of historic alleys, lanes and passages; and coordinated/decluttered signage & sightlines aligned with the heritage and culture, and transport and access strategies**

Strategy 6: Built Form and Public Realm

1. Common Staithe Quay
2. Tuesday Market Space
3. Chapel Street
4. King's Lynn Riverfront
5. Baker Lane
6. Minster
7. Baxters Plain

A. Devil's Alley
B. St. James' Court Car Parking
C. Old Market Street
D. Boal Quay
E. West Lynn
F. Juniper, Austin and Albert Street Car Parks
G. Southgates to River

Key Pedestrian/ Wayfinding Routes
Improved/New Public Spaces
Existing Green Areas
Proposed New/Enhanced Green Areas

Wayfinding Points
Bus Station
Train Station
Ferry
Key Views

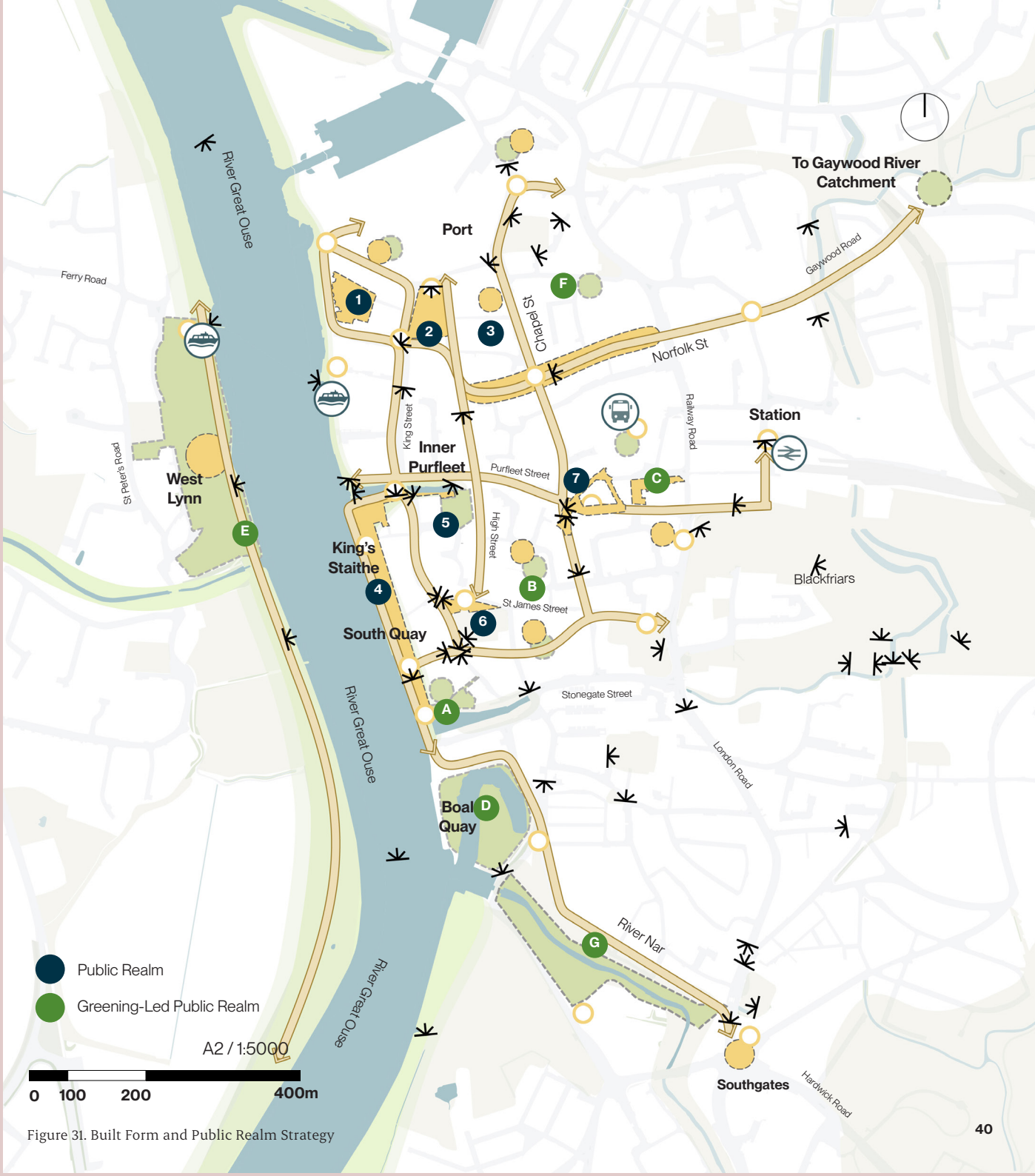

Figure 31. Built Form and Public Realm Strategy

4. Illustrative Masterplan

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This chapter sets out an Illustrative Masterplan indicating how the Masterplan Vision and Strategies may be realised through site-specific opportunities for residential, leisure and commercial uses, and public realm; and demonstrates the quantum of development that could be achieved across the Masterplan area.

Illustrative Masterplan

Through a heritage-led and community-focused approach to regeneration, aligned with the preceding Masterplan Vision and Strategies, the Illustrative Masterplan delivers the following quantum of development at 24 identified sites.

- **730 new homes**
- **16,721sqm non-residential floorspace** across commercial, cultural and community uses
- **15.3ha of public realm and open space** to enhance biodiversity for the environment, health, well being and recreation

The Masterplan sites span both public and private ownership, and will be supported by the Local Authority and Neighbourhood Board for their contribution to wider ambitions for a step-change in delivery. These are interventions that will ensure the town achieves its vision and is sustainable and vibrant for people to live, work and visit.

Where projects are not subject to existing planning consents, the form and quantum of development is indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.

- **Private Ownership**
- **Short-term priority (0-5 years)**
- **Medium-term priority (5-10 years)**
- **Long-term priority (10-20 years)**

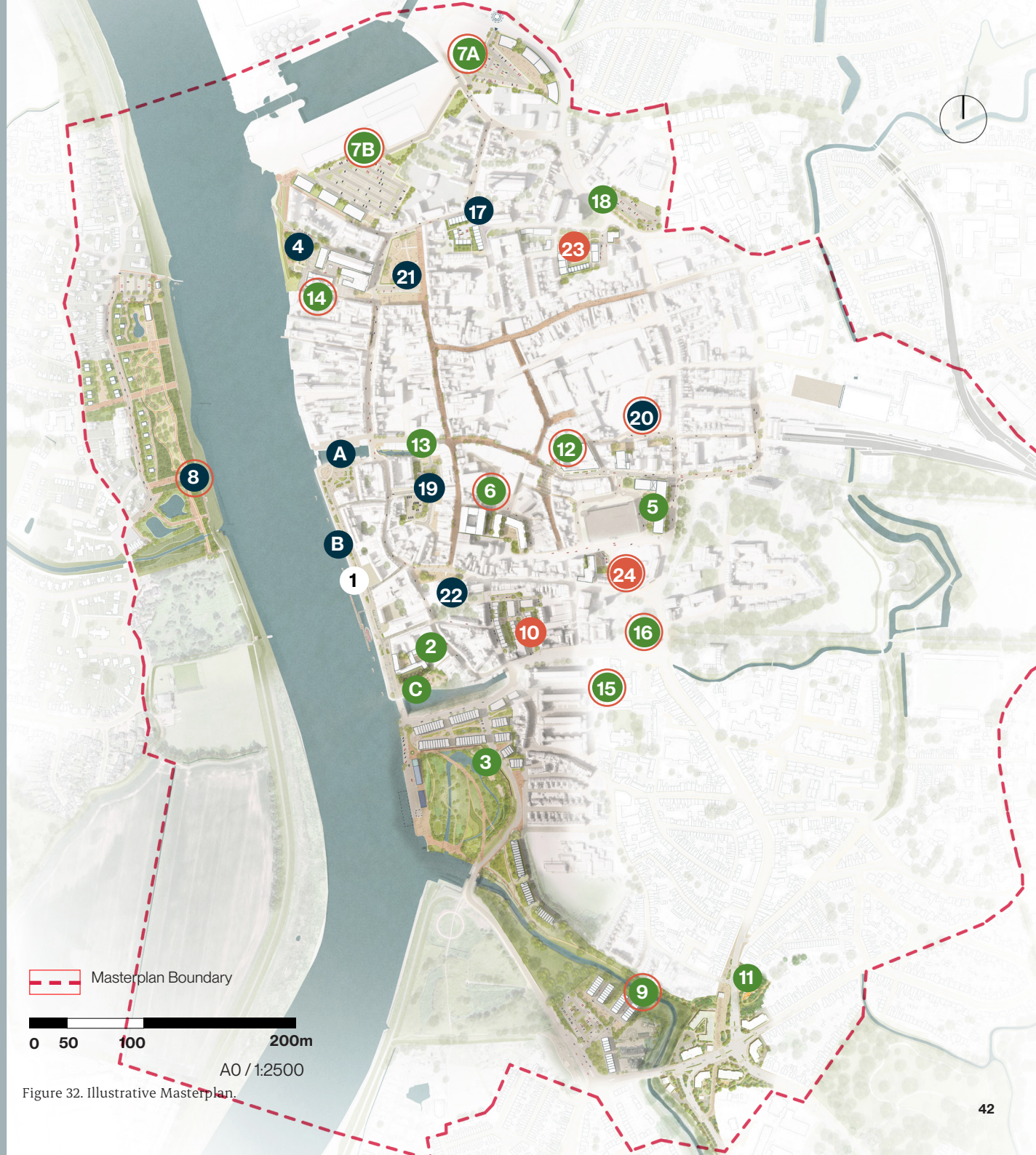
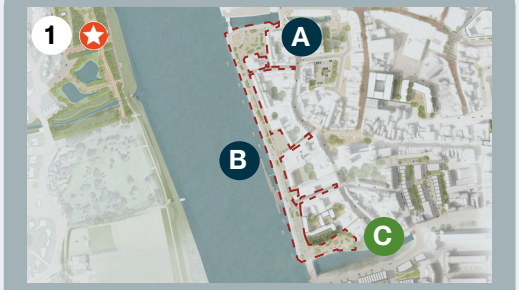


Figure 32. Illustrative Masterplan.

The indicative type and quantum of development that could be delivered at each Masterplan site is illustrated below.

- Public realm
- Housing
- Adaptive re-use
- Non-residential
- Parking, transport and active travel
- Opportunity sites considered in Chapter 5
- Sites with planning consent for development indicated



Riverfront Public Realm

11,260sqm public realm and active travel

27 car parking spaces and 3 accessible bays



Sommerfeld and Thomas

3,000sqm mixed-use residential, cultural, creative or commercial floorspace

2,000sqm public realm



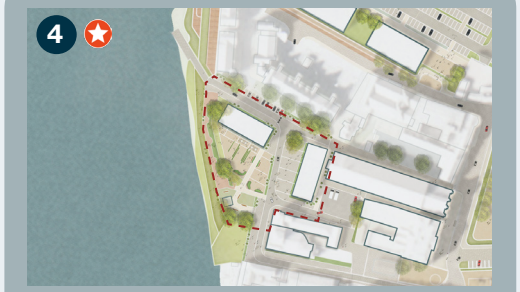
Boal Quay

150 residential units

840sqm maritime uses and facilities

39,200sqm public realm and open space

9 car parking spaces for maritime uses, and 7 for public/residents



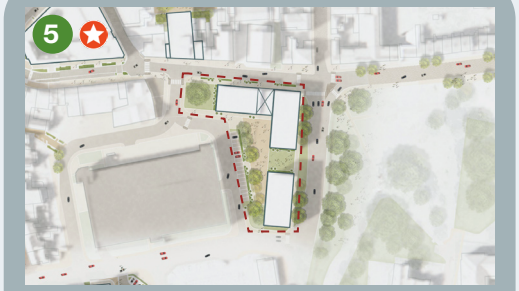
Common Staithe Quay

12 residential units

750sqm commercial/community space

4,520sqm public realm

12 resident car parking spaces



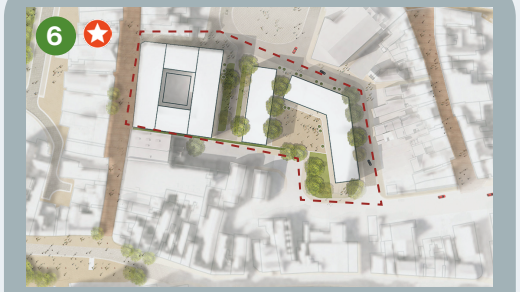
St James Swimming Pool

59 residential units

970sqm health and wellbeing floorspace

17 car parking spaces

2,100sqm public realm



Former Debenhams

70 residential units

1,400sqm commercial or leisure space

1,000sqm public realm



The Port Area and Timber Yard

3,170sqm business, innovation or leisure space

517 car parking spaces

4 coach or motorhome parking spaces (min)

12,150sqm public realm



West Lynn

13 residential units

865sqm sports, commercial and tourist accomodation space

83 car parking spaces for ferry passengers

42,850 sqm open/leisure space and public realm

Public realm
Housing
Adaptive re-use
Non-residential
Parking, transport and active travel
Opportunity sites considered in Chapter 5
Sites with planning consent for development indicated



Land North of Wisbech Road

56 residential units
4,100 sqm open space
89 car parking spaces



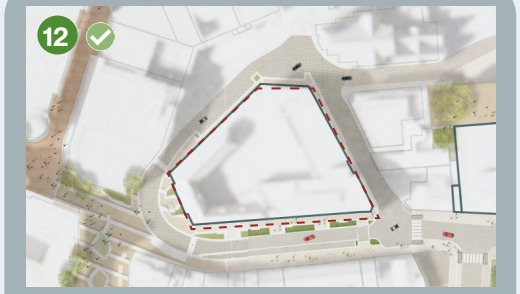
Church Street Car Park

72 residential units
2,600sqm public realm
28 parking spaces for residents, with the potential for further on-street parking for residential or public use



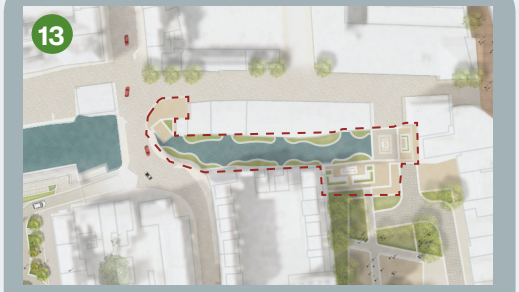
Southgates Regeneration Area

92 residential units
176sqm commercial floorspace
14,200sqm public realm
More information on the adopted Masterplan can be found on the Vision King's Lynn website.



Former Post Office

34 residential units
1,905sqm commercial and community floorspace
As per existing planning consent 21/01568/FM



Inner Purfleet

1,250 sqm public realm



Former Baths Building

890sqm community or tourism space



Hillington Square Phase 6 and Providence House

65 residential units
1,100sqm community floorspace
As per existing planning consent 23/01023/FM



Old Library

655sqm repurposed cultural and community space, operated by the Garage Trust

1,110sqm public realm

Public realm
Housing
Adaptive re-use
Non-residential
Parking, transport and active travel
Opportunity sites considered in Chapter 5
Sites with planning consent for development indicated



Chapel Street Car Park

19 residential units

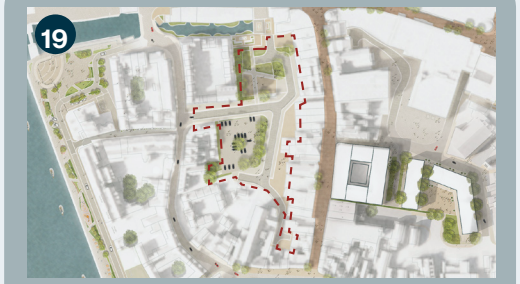
255



Austin Street East Car Park

68 car parking spaces

New cycle lane as part of STARS



Baker Lane Car Park

1,500sqm public realm

New active travel hub

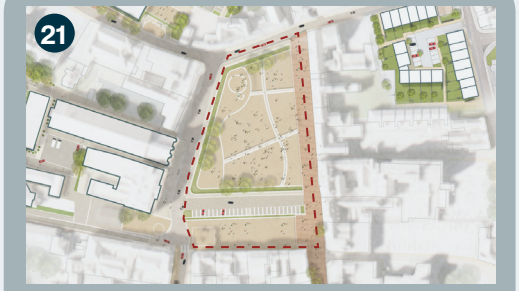
50 retained car parking spaces



Old Market Street

1000sqm converted commercial space

1,025 sqm public realm



Tuesday Market Place

6,650 sqm public realm

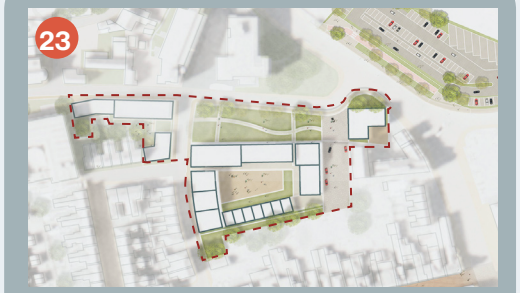
25 retained car parking spaces



Saturday Market Place

1,000 sqm public realm / shared surface

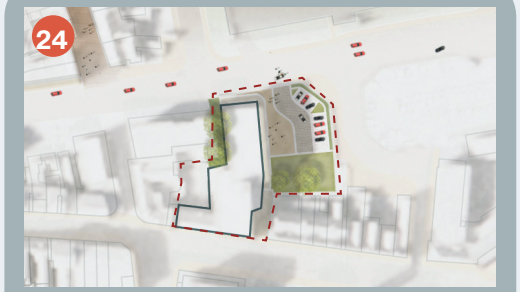
15 retained car parking spaces



Juniper, Austin, Albert Street Car Parks

67 residential units

4,250sqm public realm



St James Street Kwik Fit*

21 residential units

8 resident car parking spaces

*while a residential use has been proposed, further work is required to confirm if this use is most consistent with the building's conservation

The table below summarises the quantum of development achieved across the Illustrative Masterplan

Public realm
Housing
Adaptive re-use
Non-residential
Parking, transport and active travel

Site	Residential units			Non-residential floorspace (GEA sqm)	Public realm/Common Surface/Landscaping (sqm)	Use of non-residential floorspace
	Apartments	Houses	Total			
1 Riverfront Public Realm	-	-	-	-		
A King's Staithe Square					2,590	
B South Quay					7,150	
C Devil's Alley					1,520	
2 Sommerfeld and Thomas Warehouse	-	-	-	3,000	2,000	Cultural, creative or commercial
3 Boal Quay	79	71	150	840	39,200	Maritime uses
4 Common Staithe Quay	12	-	12	750	4,250	Commercial and community
5 St James' Swimming Pool	59	-	59	970	2,100	Health and wellbeing
6 Former Debenhams Building	70	-	70	1,400	1,000	Commercial or leisure
7 Port Area and Timber Yard	-	-	-	3,170	12,150	Business, innovation and leisure
8 West Lynn	-	13	13	865	42,850	Tourism, commercial and sport
9 Land north of Wisbech Road	18	38	56	-	4,100	
10 Church Street Car Park	52	20	72	-	2,600	
11 Southgates Regeneration Area	88	4	92	176	14,200	Commercial
12 Former Post Office	34	-	34	1,905	-	Commercial and community
13 Inner Purfleet	-	-	-	-	1,250	
14 Former Baths building	-	-	-	890	-	Community or tourism
15 Hillington Square Phase 6 and Providence House	65	-	65	1,100	-	Community
16 Old Library	-	-	-	655	1,110	Cultural and community
17 Chapel Street Car Park	-	19	19	-	-	
18 Austin Street East Car Park	-	-	-	-	-	Car parking
19 Baker Lane Car Park	-	-	-	-	1,500	
20 Old Market Street	-	-	-	1,000	1,025	Commercial
21 Tuesday Market Place	-	-	-	-	6,650	
22 Saturday Market Place	-	-	-	-	1,000	
23 Juniper, Austin and Albert Street Car Parks	60	7	67	-	4,250	
24 St James Street Kwik Fit	21	-	21	-	740	
TOTAL			**730**	**16,721**	**153,235**	



Figure 33. Adaptive re-use of Former Post Office - imagery from existing planning consent 21/01568/FM - copyright Yeates Design LLP



Figure 34. Illustrative proposal for Inner Purfleet public realm developed by BCKLWN and BDP in 2025



Figure 35. Hillington Square Phase 6 - imagery from existing planning consent 23/01023/FM - copyright Feilden + Mawson



Figure 36. Chapel Street Car Park- imagery from Feilden + Mawson HAZ Proposal

5. Opportunity sites

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The following chapters summarise design principles and indicative concept proposals for the eleven opportunity sites identified for their potential to catalyse broader transformation across the town.

Riverfront Public Realm

1

King's Lynn's riverfront presents an opportunity to bring forward heritage-led regeneration which capitalises on the town's interlinked historic, cultural and environmental assets. The site stretches from the Purfleet in the north to the Millfleet in the south, between which the first medieval town was established in the 12th century. Over time this evolved into a dense mercantile port, with the gradual reclamation of land resulting in the largely infilled, engineered and dock-based riverfront visible today. This is fronted by historic warehouses, mercantile buildings and modern development in residental, non-residential and hospitality uses, and characterised by periodic lanes which lead back to the historic core.

While the historic character of the riverfront remains evident, at present this is compromised by the dominance of vehicles over pedestrian and cycle movement. There is a clear opportunity for people-centred and flood-resilient public realm improvements, as identified in the Public Realm Action Plan, to transform the riverfront into a celebrated maritime-focused destination, and act as a catalyst for further improvements to adjacent buildings and spaces, activating the river to encourage increased maritime activity.



Site details

Current Use: Operational quayside, highway, and public realm

Ownership: Various including Local Authority





Site designations / constraints

- Adacent to Grade I, II* and II listed buildings including the Custom House, Marriot's Warehouse and Sommerfeld and Thomas Warehouse
- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues and widespread contamination
- Previous planning application for improvements to Devil's Alley withdrawn to allow further review with the community (24/00987/F)
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) and revitalisation of the Custom House (25/01326/LB)

The opportunity

Public realm improvements have been designed for three distinct areas along the riverfront, which collectively offer leisure, recreational and social spaces to strengthen King's Lynn's identity as a waterfront town.

Through integration with planned improvements to the Custom House and Inner Purfleet to the north, a new neighbourhood at Boal Quay to the south, and opportunities for adaptive re-use of the Grade II listed former Sommerfeld and Thomas Warehouse and former silos site, the proposals will form an early part of delivering the ambitions of the wider King's Lynn Masterplan and opportunity sites. With the planned addition of Dryside facilities at South Quay, enhanced public realm is intended to encourage and stimulate an increase in a range of maritime activities and events, utilising the River Great Ouse.

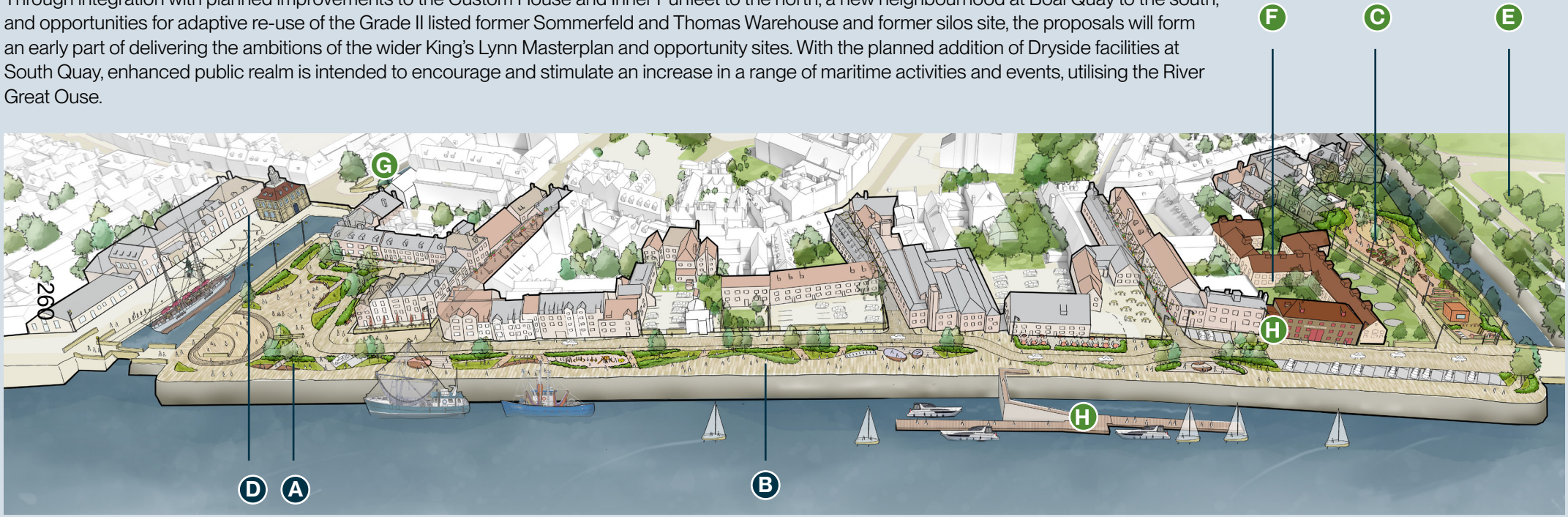


Figure 37. Riverfront - Indicative Artist's Impression

- **A King's Staithe Square**
- **B South Quay**
- **C Devil's Alley**
- **D Custom House**
- **E Boal Quay (Opportunity Site 3)**
- **F Sommerfeld & Thomas Warehouse (Opportunity Site 2)**
- **G Inner Purfleet (Opportunity Site 13)**
- **H Dryside facilities and visitor pontoons**

Further details on the proposals for King's Staithe Square, South Quay and Devil's Alley are provided on the following pages.

What's next?

The proposals have been developed with input from riverfront stakeholders and residents, including those who expressed concerns regarding previous proposals for Devil's Alley. Following broad buy-in, these are anticipated to be delivered as one of the first phases of the Masterplan - in tandem with or to encourage investment in the Sommerfeld and Thomas Warehouse.

This will need to be informed by detailed ground surveys, which will also ensure that the extent of greening proposed along the wider riverfront - and its benefits in providing shade, shelter and green infrastructure can be achieved. This should also be reviewed to ensure that it is compatible with the existing programme of events hosted at King's Staithe Square.

King's Staithe Square

The concept design for King's Staithe Square introduces an organic layout to break up existing hard landscaping and integrate green areas with planting and trees suitable for the marine environment and ground conditions, complemented by fluid seating arrangements whilst supporting the use as an important events space.

The proposal defines distinct zones for potential outdoor dining, green lawns, and event spaces, while maintaining clear pedestrian circulation and accommodating essential vehicular and operational access and infrastructure. This aims to enhance everyday use, support community and cultural activities, and strengthen visual connectivity to the riverfront by continuing the design language of the riverfront proposals.

The illustration below shows the potential for a moored boat in the Purfleet, which could create a destination and focal point along the waterfront, helping to attract visitors, increase footfall, activate the quayside, and encourage people to spend more time in the area. It also provides an opportunity for complementary waterfront uses that contribute to the vibrancy and character of the riverfront.

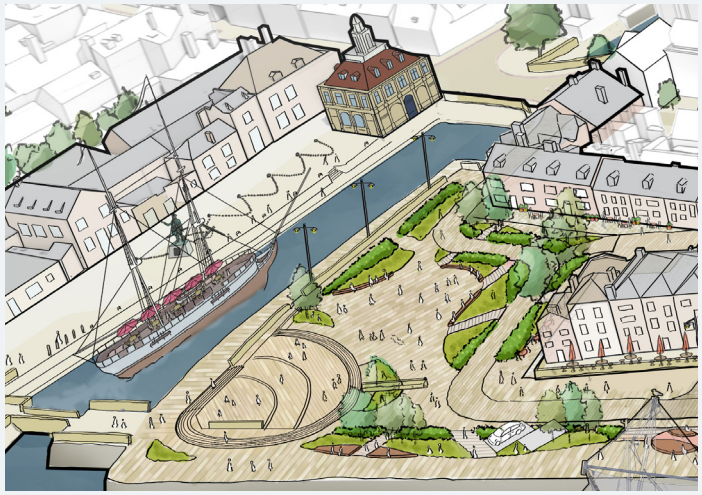


Figure 38. King's Staithe Square - Indicative Artist's Impression



Figure 39. King's Staithe Square - RIBA Stage 2 concept design

South Quay

B

The concept design for South Quay provides a linear park and walkway with clear views across to West Lynn. This adopts a people-first approach prioritising safe movement for pedestrians and cyclists and reducing car dominance, while maintaining access for existing residents and businesses. The proposals will enhance the orange LCWIP route in this location on the Riverfront.

The proposal transitions from outdoor dining adjacent to King's Staithe Square and South Quay, to greener seating, informal play and quiet respite approaching Devil's Alley and wetland spaces at Boal Quay. It also provides seating and activity at Marriotts and Hanse House and Sommerfeld and Thomas.

Historic lanes will retain their cobbled surfaces and benefit from introduction of planting, lighting and renewed wayfinding.



Figure 41. South Quay - Indicative Proposed Layouts



Figure 40. South Quay - Indicative Artist's Impression

Devil's Alley

The concept proposal for Devil's Alley has been developed with the input of the local community in response to feedback on previous designs. The emerging plan creates character zones to balance privacy, community use, and riverfront activation.

Buffer planting along residential edges provides privacy while retaining open sight lines to encourage natural surveillance. Near the residential properties, a community space with raised beds offers social use.

An open lawn in the centre provides flexible green space for informal use that could include informal play tucked away from the buildings to reduce noise levels.

At the south west river edge, a proposed built structure acts as a visual marker which could host a café or pop-up events with an outdoor spill out space. There are opportunities to integrate this with adaptive re-use of the Sommerfeld and Thomas Warehouse and development on the former adjacent Grain Silos to the north (Opportunity Site 2). Both sites are subject to an overarching allocation (E1.8) in the Local Plan, which supports retention of Devil's Alley as Public Right of Way together with development of Sommerfeld and Thomas and the Grain Silos.

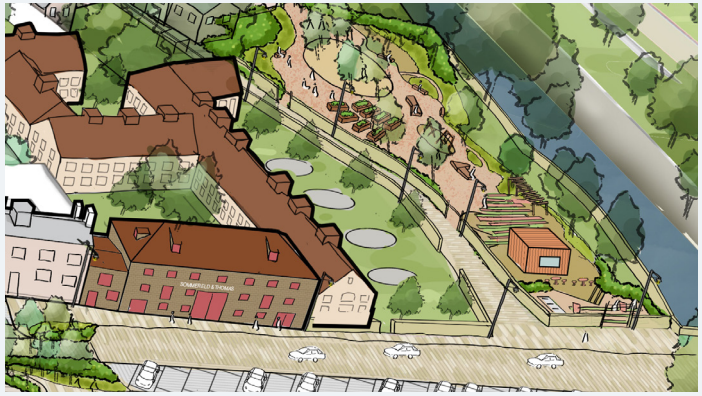


Figure 42. Devil's Alley - Indicative Artist's Impression



Figure 43. Devil's Alley - RIBA Stage 2 concept design

Sommerfeld and Thomas Warehouse

2

The Sommerfeld and Thomas Warehouse is a Grade II listed mid-18th century building adjacent to Devil's Alley, on South Quay. Together with an adjacent site formerly used to house grain silos, the building presents the opportunity for a mixed use such as creative, cultural or commercial complementary to the proposed public realm improvements at Devil's Alley.

In 2025 the building featured in Historic England's Heritage Investment Prospectus for its potential as a transformational project to protect heritage, promote high-quality new design, and create lasting value for investors and communities. In 2025 it received investment via Historic England's Heritage at Risk Capital Fund to support repair, conservation and enabling works, subject to listed building consent, which will open the door to further regeneration opportunities. .



Site details

Current Use: Vacant building

Ownership: BCKLWN

Total Area: 0.17ha, plus 0.13ha silo site



The following site designations, opportunities and constraints have informed the illustrative proposals set out overleaf:

- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) in adjacent annexe
- 2008 application for mixed-use development withdrawn
- 2014 application for 51-unit care home granted at appeal (14/00534/FM)
- Local Plan Site Allocation E1.8 envisages residential development of at least 50 dwellings at Sommerfeld and Thomas and the Grain Silos, alongside retention of Devil's Alley as a Public Right of Way; while wider riverfront allocation E1.KLR supports mixed-use redevelopment of the Riverfront.

The opportunity

The Sommerfeld and Thomas Warehouse presents an opportunity for a creative, cultural or commercial destination that strengthens connections between the waterfront and the surrounding urban fabric.

An indicative proposal has been developed which provides:

- **3,000sqm of mixed-use floorspace (suggested residential/cultural/commercial/creative use)**
- **2,000sqm of public realm/common surface/ landscaping**

What's next?

The adaptive re-use of Sommerfeld and Thomas was one of the most strongly supported elements of the Masterplan at public consultation. It is a key priority for the Borough Council,. As part of ongoing dialogue with interested parties, options will be considered for future use. Public sector funding opportunities will enable further detailed design and surveys required to secure funding, obtain planning permission and deliver the ambition. In line with the Evolve and Adapt strategy there are opportunities for repairs to, further de-risking of the site and meanwhile use of the building in advance of a long-term solution.



Figure 44. Sommerfeld and Thomas Warehouse - Indicative Plan

Boal Quay

3

Boal Quay currently comprises a 357 space car park adjacent to flood defences, the Nar Loop waterway and associated public open space at Hardings Pits. The Boal Quay itself is a dedicated quay for commercial fishing vessels to moor and land their catch.

The site has previously been subject to masterplanning work for creation of a new marina (in 2007) and a new residential led mixed use development (in 2018, known as Nelson Quay) which did not progress. Together with public realm improvements to the north and Hardings Pits open space to the south it represents a key opportunity to improve connections between the town, River Great Ouse, and nearby Southgates Regeneration Area, and provide a new neighbourhood which capitalises on its heritage, riverfront and landscape setting.



Site details

Current Use: Temporary surface car park, quayside and underutilised Nar Loop

Ownership: Local Authority

Total Area: 81,100 m² / 8.11 ha







Site designations / constraints

- Contains the Grade II*listed Whitefriars Gate, also a Scheduled Monument, and has high archaeological potential. Also adjacent to the King's Lynn Conservation Area and Grade II listed buildings along Bridge Street, terminated by Grade II* Greenland Fishery House.
- Flood Zones 2 and 3, and parts of the riverfront flood defence wall and Nar Loop.
- Previous ecological surveys have identified Black Redstarts and reptiles within the Nar Loop, bats in adjacent buildings, and potential for indirect impacts on the River Nar SSSI.
- Potential for contamination and archaeological remains from former industrial uses.
- Local Plan Site Allocation E1.5 and the wider King's Lynn Riverfront Regeneration Area Allocation E1.KLR envisage a high calibre mixed use including residential development.
- Temporary planning consents for retention of the existing car park have been granted periodically since 2000.

Site history

Boal Quay lies on a distinctive former loop of the River Nar, where it joins the Great Ouse on the southern edge of King's Lynn. The quay is part of a historic stretch of riverside that was progressively reclaimed and built up over time.

Boal Quay was one of the historic working quays on the River Great Ouse waterfront in King's Lynn, forming part of the town's long tradition as one of medieval and early modern England's most important ports. The Grade II* listed Whitefriars Gate marks the site of the medieval Carmelite Friary established in the 13th century during the town's rapid medieval growth as a major port. The Grade II* Greenland Fishery House, located directly adjacent along Bridge Street, was built in the 1600s as a merchants' house. It was later converted to an inn whose name reflects King's Lynn's involvement in whaling during late 18th / early 19th centuries.

By the 19th and early 20th centuries, the Boal Quay area had become closely associated with the harbour railway branch, grain handling, mills, warehouses, and river-based commerce. The quay served industries located along the river and was linked to King's Lynn Harbour Branch railway, which connected riverside businesses directly to the national rail network. By the mid-20th century, however, traditional freight rail services had ceased, and the quay's industrial use declined.

The plans and images opposite illustrate the historic evolution of Boal Quay. The area is distinctive in that it has sat outside the fine urban grain of the medieval town centre. This has informed the concept design on the following page, including the orientation of new residential blocks and views between the Greenland Fisheries and the river. The landscaping proposals have been configured to align with former railway routes, and incorporate a replica wooden Hanse Crane allowing space for a cafe or pop-up. This references the town's Hanseatic heritage and has the potential to be used as a focal point for annual Hanse Day celebrations.



Figure 45. 1886, OS England and Wales



Figure 46. 1952, OS England and Wales

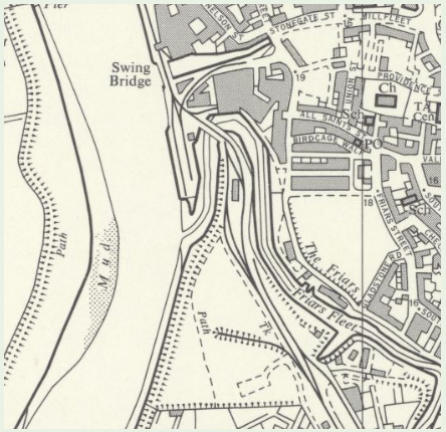


Figure 47. 1971, OS National Grid Maps


Figure 48. Est. 1908 Photograph of Boal Quay


Figure 49. 1950s Aerial Photograph of Boal Quay

Source for the maps on this page: National Library of Scotland

The opportunity

Boal Quay presents an opportunity to create a sustainable new neighbourhood embedded within its setting, providing a transition between the built riverfront and heritage buildings to the north and east, to wetland landscapes and community open spaces to the south.

A feasibility proposal has been developed to provide:

- **150 residential units**
- **840 sqm complementary non-residential floorspace (suggested use cafe/restaurant/ retail/workshop space for maritime industries)**
- **39,200sqm new and improved public realm and open space including maritime-related facilities**
- **9 car parking spaces for maritime industries, and 7 for resident or public parking**

What's next?

Following public consultation, the indicative proposal for Boal Quay has been refined to make greater reference to the site's industrial heritage and retain key views. Further development of the scheme will need to take the following into account:

- Re-provision of parking spaces elsewhere (see chapter 3, strategy 5 for parking strategy).
- Further site due diligence including flood risk and site infrastructure
- Engagement with the market to secure an appropriate delivery partner - ensuring a high quality scheme which drives demand and value.



Figure 50. Boal Quay - Indicative Plan

0 20 40 80m

A2 / 1:1000

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Boal Quay.



Evolve and Adapt

Infrastructure works
1: Early works to provide parking in an alternative, appropriate location within the Masterplan.

2: Assess water levels and infrastructure to support the options including mooring opportunities and river access, incorporating flood protection and land remediation for a safe and resilient development.



Land Uses for Local Needs

Housing and mixed use development
1: Enhance the town's waterfront and maritime role through a housing-led mixed-use development that explores opportunity and ambition to integrate leisure, creative, and commercial activities.



Harness History and Culture

Heritage and Culture
1: Celebrate the town's port and maritime heritage through public realm design.
2: Introducing the landscape concept through the integration of the historic railway network as a key component of the overarching design strategy.
Townscape and Views
3: Strengthen the site's historic character by enhancing views to heritage assets, integrating landmark features, and sensitively embedding new development within the historic urban fabric.
4: Open up views towards the Greenland Fishery from the riverside and reference the historic alignment of Mill Street (a route which appears in historic mapping).



Harness Natural Assets

Green- Blue Infrastructure
1: Provide new public spaces and active green areas, providing valuable infrastructure to support community health and wellbeing for residents and visitors.

2: Connect river and green corridors.

3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Active Travel
1: Provide new pedestrian and cyclist routes through the site to increase permeability, connecting and enhancing the existing LCWIP network.

2: Enhance public transportation network.

3: Strengthen relationship with Riverfront public realm and Southgates.

Car Parking and Vehicle Movement
4: Some car parking to be retained on-site for commercial uses with further parking re-provided in an alternative, appropriate location within the Masterplan.



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

Infill development
2: Respond to the historic context and proximity of existing developments alongside the boundary.



Figure 51. Boal Quay Landscaping - Indicative Artist's Impression

Common Staithe Quay

4

Common Staithe Quay is located in the north-west of the town centre boundary adjacent to the River Great Ouse. It sits at the edge of King's Lynn's historic core within the King's Lynn Conservation Area.

The site comprises a river-edge 152 space car park and servicing area to the rear of the Corn Exchange Theatre, framed by historic buildings, late 1980s residential development to the north, and has views across the river and through narrow lanes linking back to Tuesday Market Place.

The site has its origins as the town's principal public quay from the 16th–19th centuries, and stone setts continue to demarcate the edge of the historic quay before it was infilled in the 20th century.



Site details

Current Use: Surface car park

Ownership: Local Authority and Conservancy Board

Total Area: 4280 m²/ 0.428 ha







The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Adacent to Grade II and II* buildings - Pilots Office and Baths building, Barclays Bank and Corn Exchange
- Archaeological interest associated with earlier quay alignments
- Flood Zone 3A
- Potential for contamination from history as a working quay
- Hard and functional nature detracts from historic setting
- Potential to improve permeability and connectivity to Tuesday Market Place
- New public realm and built environment to take cues from historic use, layout and surrounding townscape

The opportunity

Common Staithe Quay presents an opportunty to provide a high quality, multifunctional public space which strengthens the relationship between the riverfront and town centre; with the potential for medium-scale development to the east and north of the site whilst supporting the existing function of the Corn Exchange.

An indicative proposal has been developed which provides:

- **750sqm of non-residential floorspace (suggested cafe/restaurant/workshop with retail)**
- **12 residential units**
- **12 retained car parking spaces, for residents**
- **4,250sqm of public realm, shared surface and landscaping**

What's next?

The proposals at Common Staithe Quay are likely to come forward in the medium term. Directly to the south, through stakeholder engagement the Council has identified the potential for adaptive re-use of the former Baths building for cultural, community, and tourism uses, which could act as a catalyst for investment in the Quay. At this point the indicative designs will need to be subject to further development. Funding opportunities will be identified and developer interest sought.

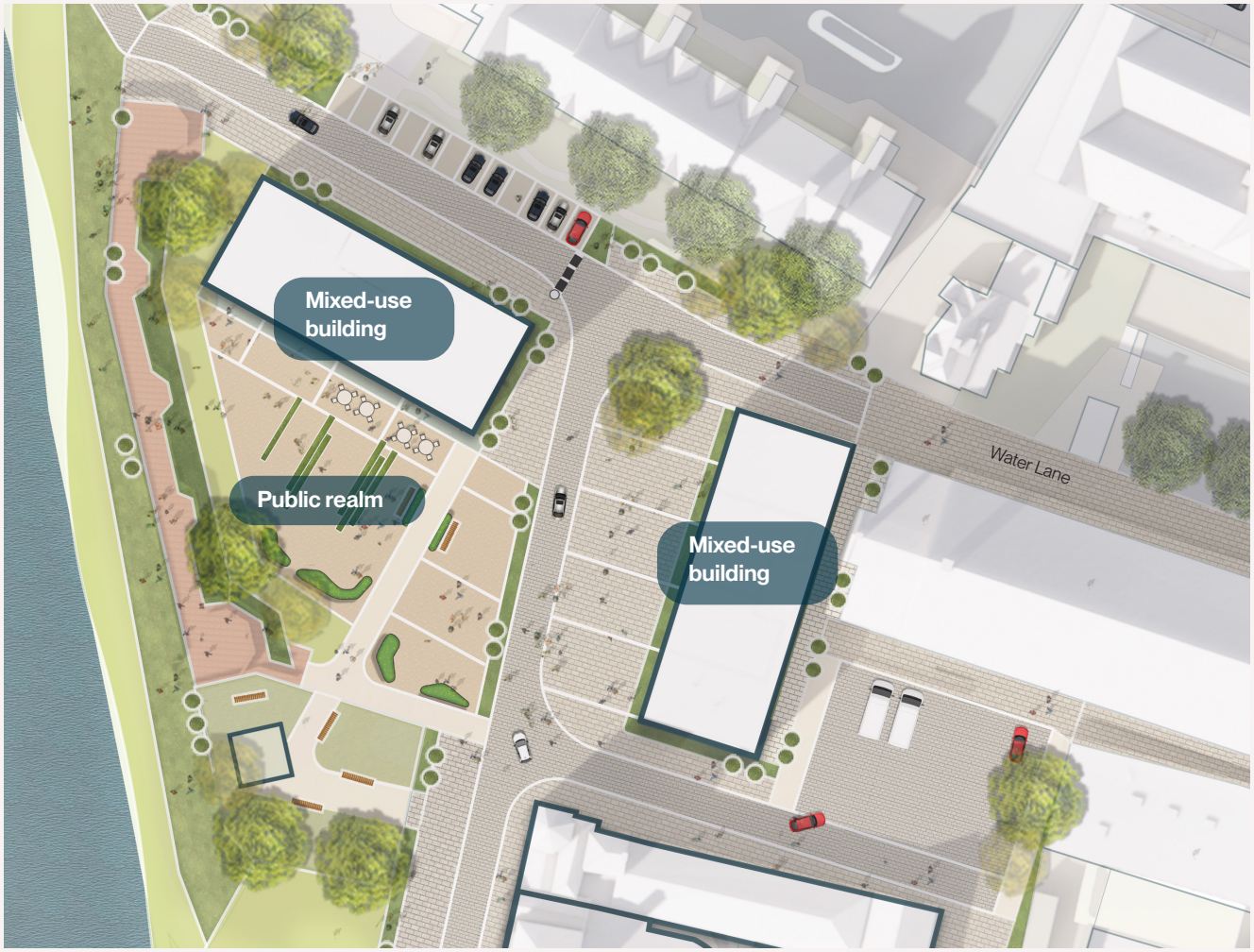


Figure 52. Common Staithe Quay - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Common Staithe Quay.



Evolve and Adapt

Adaptive Reuse
1: Reuse part of the Baths building, in the context of changing functions of the Quay, whilst retaining the working maritime identity of the area.



Land Uses for Local Needs

Tourism, Culture and Leisure
1: Provide a vibrant public space that encourages enjoyment of the river and heritage setting.

2: Provide public facing commercial and community uses in line with the area's history as a public quay. Commercial units should complement and not compete with existing town centre uses.

Employment and Creative Opportunities
3: Provide education or commercial uses to support neighbouring port industries and/or the town's visitor offer.

Housing & Community
4: Provide new housing and increase town centre density.



Harness History and Culture

Heritage and Culture
1: Provide a public open space which demarcates the layout of the original quay.

Townscape and views
2: Limit new development to the east and north of the site to avoid potential conflicts with archaeology or contamination associated with the historic quay wall, and help to screen the rear elevation and service area of the Corn Exchange.

3: Encourage physical and visual connections between the site and the river.

4: Maintain key views from the Pilots Office to the Wash



Harness Natural Assets

Green and Blue Infrastructure
1: Increase biodiversity whilst respecting the maritime nature of the quay.

Environmental Quality
2: Strenghten climate resilience through design sensitive to flood risk.

3.Integrate sustainable drainage systems (SuDS).



Transport and Access

Car Parking and Vehicle Movement
1: Minimise potential vehicle and pedestrian conflicts with servicing areas.

2: Maintain HGV access for Corn Exchange.

Active Travel
3: Encourage movement along the river



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

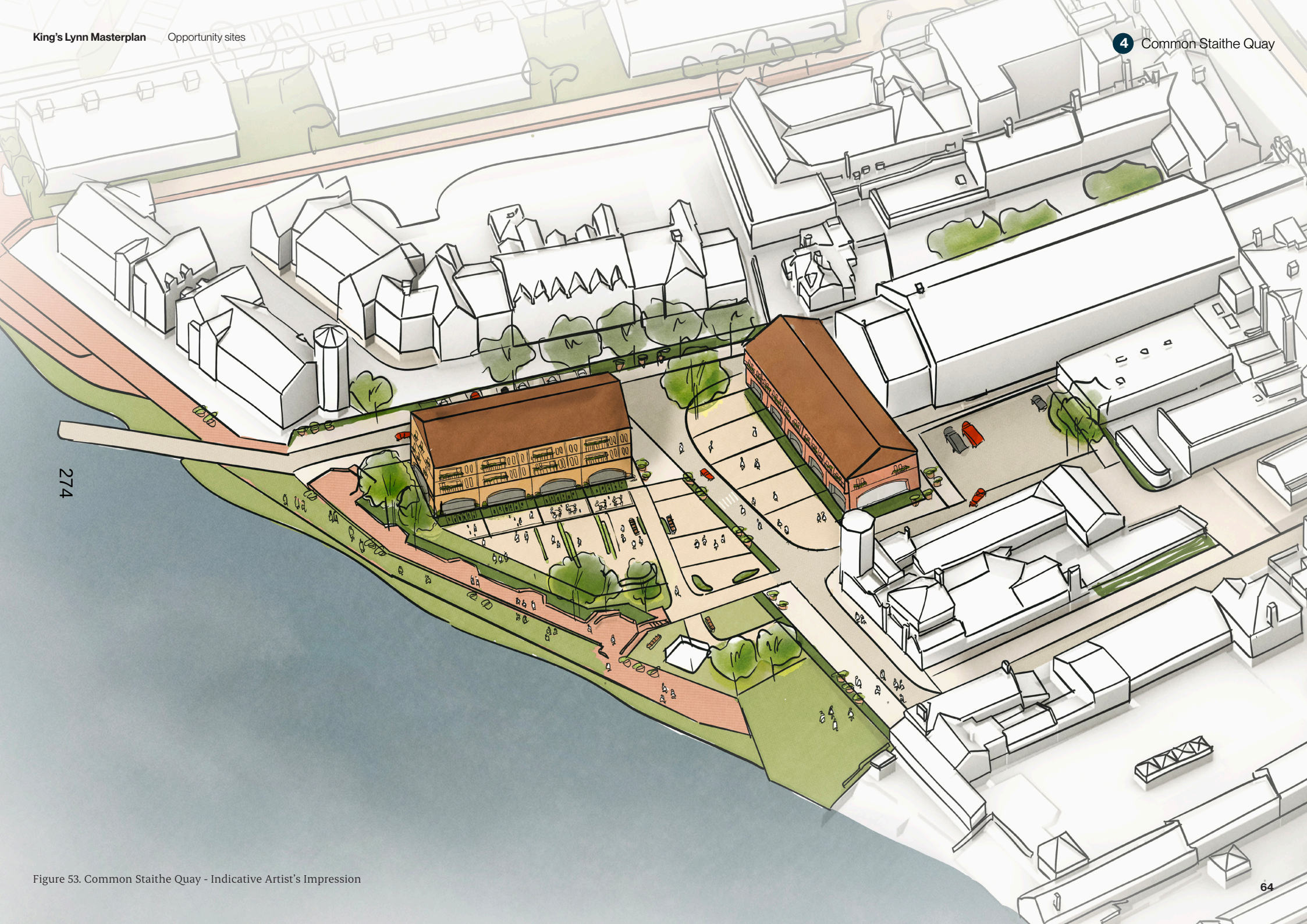


Figure 53. Common Staithe Quay - Indicative Artist's Impression



Figure 54. Common Staithe Quay - Indicative Artist's Impression

St James Swimming Pool

5

St. James Swimming Pool occupies a corner site bound by St James Road to the east and Blackfriars Street to the north. The opportunity site comprises an existing leisure centre, the 31-space Blackfriars Street surface car park and small area of hard and soft landscaping.

The site is centrally located with the train station, bus station, Library and Vancouver Quarter all within a five minute walking distance. Across St James Road the site provides views across the Walks Grade II Registered Park. To the west, it is next to the 645-space St James Multi-storey Car Park.

The leisure centre was originally constructed in the late 20th century. With rising operational and maintenance costs, and no capacity for expansion, the Borough Council has proposed to replace the facility with a new complex at Lynnsport. This will create a single, integrated sports and leisure destination - and provides an opportunity for regeneration of the existing site.



Site details

Current Use: Swimming pool/leisure centre, to be vacated

Ownership: Local Authority

Site area: 4760 m²/ 0.4760 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Adjacent to Grade II listed St James' Park and The Walks, and further listed buildings along Blackfriars Street and Blackfriars Road
- Adjacent to planned improvements to walking and cycling facilities between Railway Road and Baxter's Plain, including new crossings at the Railway Road/Blackfriars Road/St James Road/Blackfriars Street junction directly to the north-east of the site, as part of the King's Lynn Sustainable Transport and Active Travel Scheme (STARS).
- Opportunity to deliver increased height and density which acts as a visual landmark and offers views across the Walks

The opportunity

St James' Swimming Pool presents an opportunity to provide new residential or non-residential town centre uses including potential healthcare or hotel facilities through built development which provides a visual landmark, respects its heritage setting and improves connections between the town centre and the Walks.

An indicative proposal has been developed which has the potential to provide:

- **59 residential units**
- **970sqm of non-residential floorspace (suggested health and wellbeing or hotel)**
- **2,100sqm of public realm/common surface/ landscaping**
- **17 parking spaces**

What's next?

The decision to move the swimming pool from the current site to Lynnsport is to be taken outside of the masterplan process. The site has been included in the Masterplan, and the Council will explore funding opportunities, to ensure that the site can continue to make a positive and active contribution to the town centre offer in line with the 10 Year Vision, following potential relocation of the current facility to Lynnsport.

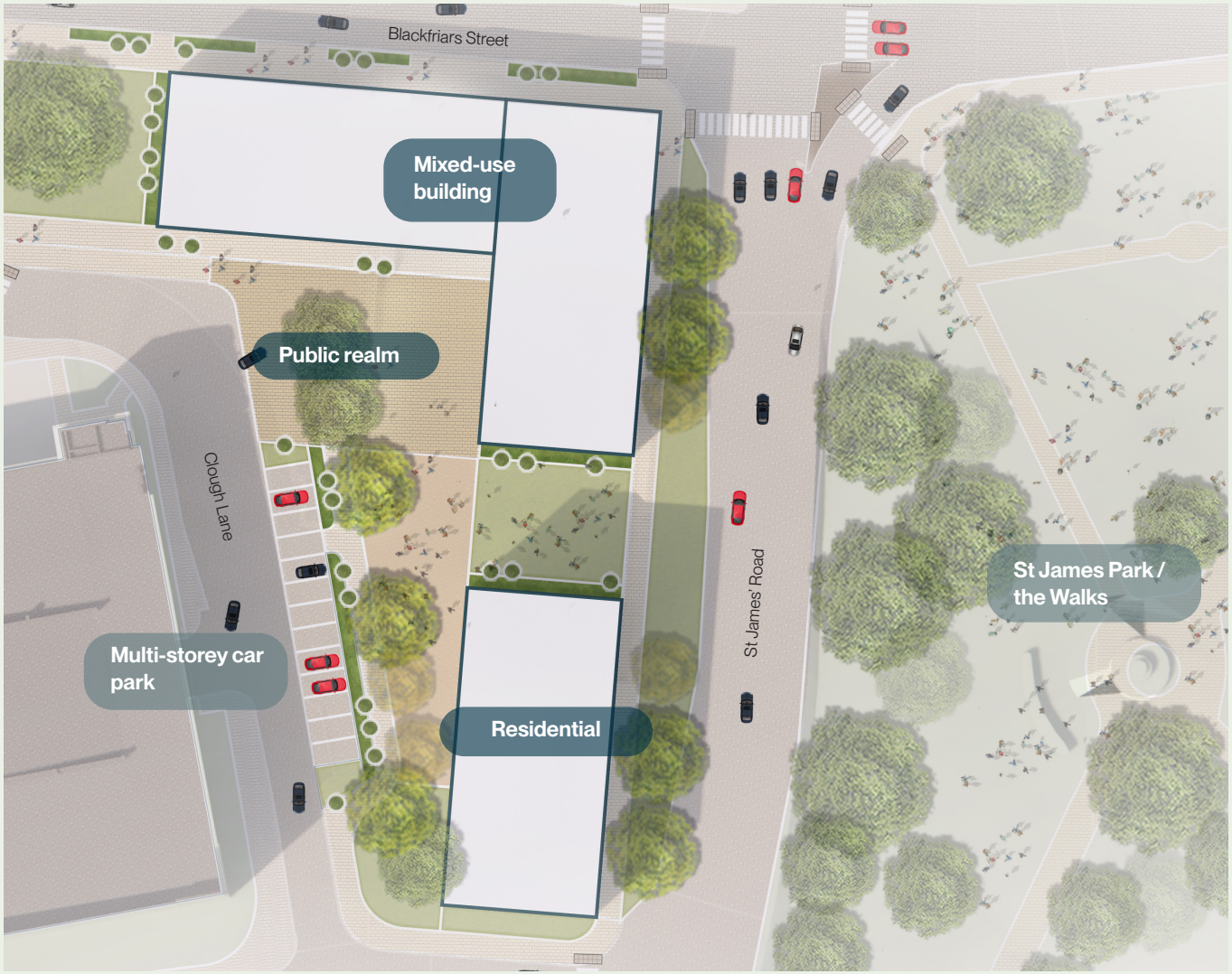


Figure 55. St James Swimming Pool - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at St James' Swimming Pool:



Land Uses for Local Needs

Mixed use development
1: Provide a hotel, residential, commercial, leisure , community or health and wellbeing use on the site consistent with its town centre designation.

Community uses
2: Justify the loss of the swimming pool through the re-provision of facilities at Lynnsport.

3: Provide alternative community facilities/uses on the site through delivery of a health and wellbeing facility.



Harness History and Culture

Heritage and Townscape
1: Enhance pedestrian/cyclist wayfinding and visual connections between the site and heritage and green assets, particularly the Walks.

2: Reinstate historic plot rhythms to improve the relationship between the site the conservation area and heritage assets.

Public Art
3: Re-provide existing public art on the site, or alternative location within the town centre to support the Rail to River initiative.



Harness Natural Assets

Green Infrastructure
1: Enhance connections between the town centre and green assets at St James Park and the Walks.

2: Retain existing mature tree to the west of the site

Environmental Quality
3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Car Parking and Vehicle Movement
1: Reprovide a reduced quantum of car parking associated with new uses for the site, acknowledging high levels of public transport connectivity and the adjacent car park.

Active Travel
2: Ensure Blackfriars Street is retained and enhanced for walking and cycling on the Rail to River route



Built Form and Public Realm

Infill development
1: Increase heights and density on the site, to strengthen its urban edge and act as a visual landmark, whilst ensuring an appropriate relationship with the Walks and buildings of historical and architectural merit along Blackfriars Street.

Public Realm and Wayfinding
2: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding including strengthened connections between the town centre and the Walks.

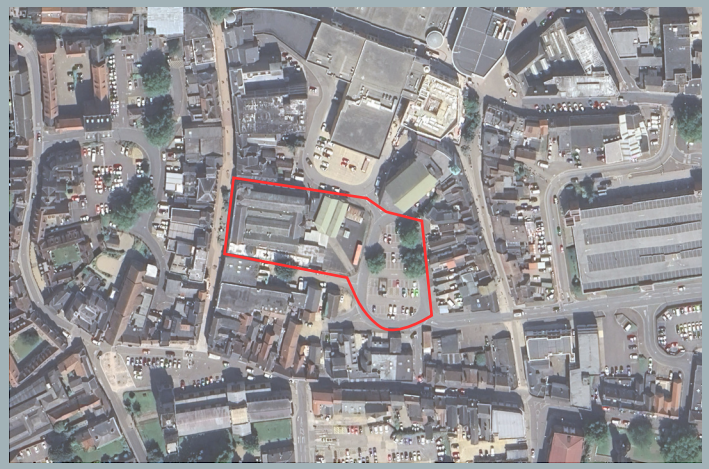
Former Debenhams

6

The former Debenhams building is located at the southern end of the High Street. The site is occupied by a large vacant retail unit which is an amalgamation of three separate properties fronting the High Street, with various additions and rear extensions. To the rear of the building lies a parking and servicing area for the unit accessed via St James' Court and the St James Court public car park (62 spaces).

The main building was built by Alfred Jermyn as the town's first department store in 1872 and has significance as a non-designated heritage asset. It has been vacant since Debenhams entered administration in 2020, and is largely empty of fixtures and fittings.

The site provides a substantial town centre development opportunity, sustainably located in close proximity to the bus station and train station.



Site details

Current Use: Vacant retail unit (Class E) and surface car park

Ownership: Third party and Local Authority (car park)

Site area: 5990 m²/ 0.5990 ha



Image Source: Google Street View



Image Source: Google Street View

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Previous planning consent for change of use and external alterations to create five residential units within part of the upper floors of the building - expired June 2026 (23/00163/F)
- Non-designated heritage asset within the King's Lynn Conservation Area
- Poor state of repair, with poor quality buildings with the potential for demolition and new build to the rear
- Inactive frontages onto the High Street which detract from the quality of the immediate public realm
- Substantial development opportunity to deliver high quality adaptive re-use and new development

The opportunity

The former Debenhams building and St James Court car park present an opportunity to capitalise on a prime town centre location to provide mixed-use residential and commercial development which activates key frontages and integrates with its surrounds. There is potential for phased development or meanwhile uses.

An indicative proposal has been developed which provides:

- **1,400sqm of Class E floorspace**
- **70 residential units**
- **1,000 sqm public space/common surface/ landscaping**

What's next?

The former Debenhams building was one of the most strongly supported elements of the Masterplan at public consultation. Strong stakeholder support and investor interest provides the opportunity to develop further a scheme that meets local needs and opportunities through an Enquiry by Design approach. Further engagement with the landowner to determine route for scheme delivery.



Figure 56. Former Debenhams - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at the former Debenhams building:



Evolve and Adapt

Meanwhile uses
1: Work with the landowner, local traders and cultural institutions to provide smaller units which re-activate key frontages ahead of wider redevelopment.

Adaptive re-use
2: Deliver phased redevelopment of parts of the building in turn.



Land Uses for Local Needs

Employment - creative industries
1: Provide spaces for smaller retailers/creative industries - as meanwhiile uses or permanent solutions to build confidence in the role and viability of the town centre.

Housing and mixed-use development
2: Deliver residential development at upper floors to bring activity to the town centre outside opening hours, and provide high-quality town centre living

3. Provide active commercial/ leisure/cultural uses at ground floor, supported by viable commercial/residential uses above.



Harness History and Culture

Heritage and Culture
1: Retain internal and external surviving features and reference the history of the building wherever possible.

2: Reinstate original building plot rhythm and enhance relationship with the conservation area



Harness Natural Assets

Green and Blue Infrastructure
1: Enhance existing green spaces and introduce new green spaces to create a connected green network.

Environmental Quality
2: Integrate sustainable drainage systems (SuDS).



Transport and Access

Vehicle movement - separate flows
1: Relocate servicing to secondary routes and frontages to separate and demarcate this from pedestrian access/routes to primary frontages.

Active Travel
2: Provide new pedestrian access through the block to enhance permeability and connect to Baker Lane Active Travel Hub across the High Street to the west.



Built Form and Public Realm

Infill development
1: Respond to prevalent building height including potential for increased heights deeper into the plan of the building.

Public Realm and Wayfinding
2: While allowing appropriate servicing to the rear of the building, activate frontages to Union Street and integrate with high quality public realm.

Port Area and Timber Yard

7

King's Lynn Port is located to the north-west of the town centre and comprises a mix of working quays, warehouses and storage yards. It remains an operational commercial port, managed by Associated British Ports, with neighbouring landholdings accommodating supporting businesses. The port plays a key role in the sub-regional economy and King's Lynn's working maritime history and identity.

The opportunity site is split into two areas in separate ownership - the first a former timber and building merchants' yard accessed via Page Stair Lane, and the second a storage area to the east of Alexandra Dock within the boundary of the operational port accessed via John Kennedy Road and Edward Benefer Way. These are connected via a central joining strip which could be used to allow access to the southern parcel from the north. Any development will need to be compatible with existing adjacent port uses under the 'agent of change principle' set out in planning policy.



Site details

Current Use: Port-related activities and timber yard

Ownership: Third Parties

Total Area: 25,200 m² / 2.52 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Local Plan designation E1.2 King's Lynn Port covers the northern parcel of land, within which proposals must have regard to their compatibility with the port. Previous applications for residential redevelopment of the timber yard have been refused (11/00310/OM)
- Flood Zones 2 and 3
- Widespread contamination from ongoing operational use
- Archaeological interest associated with earlier quay alignments
- Constrained access from the south

The opportunity

The Port Area and Timber Yard presents an opportunity to provide new parking facilities, on a phased basis as demand dictates, enabling relocation of existing car parking from the historic core to a less sensitive location. The port's role as a living part of King's Lynn's maritime history may be promoted through public realm interventions and complementary business, innovation or leisure activities.

An indicative proposal has been developed which provides:

- **3,170sqm of commercial employment floorspace**
- **517 parking spaces**
- **Flexible parking provision, including potential for travel hub with capacity for coach and motorhome parking (min 4 indicative spaces)**

What's next?

The provision of new car parking spaces at the port will be key to unlocking the potential for public realm improvements and new development elsewhere within the Masterplan, and is a priority for the Council. This may be undertaken in a phased manner as land becomes available. The delivery of new non-residential development is likely to follow, in line with market demand.

The next step is development of a business case to secure investment and/or an operator to bring parking provision forward.



Figure 57. The Port Area and Timber Yard - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at the Port Area and Timber Yard



Evolve and Adapt

Infrastructure works - car parking

1: Progress phased approach to business case for acquisition and development of replacement parking to unlock development/public realm opportunities elsewhere.



Land Uses for Local Needs

Employment - commercial, creative and industial uses

1: Reassert the town centre's role as a vibrant hub by creating a strong interface with surrounding industrial areas, integrating business, innovation, educational, or leisure spaces that reinforce its identity as the economic and cultural heart of the town and which are suitable to the site's location within the port area.

2: Provide new car parking which frees up land elsewhere within the town centre to deliver new land uses.



Harness History and Culture

Heritage and Culture

1: Provide relocated car parking from Tuesday Market Place and/or Common Staithe Quay in a less heritage sensitive location.

2: Interventions should reference the town's industrial and port heritage. Future built form should avoid generic typologies and instead seek to create a distinctive place which draws upon the site's historic function and relationship with the port.



Harness Natural Assets

Green and blue infrastructure

1: Redefine the port edge with green and blue connections.

2: Introduce green surface car parking.

Environmental Quality

3: Integrate sustainable drainage systems (SuDS).



Transport and Access

Vehicle Movement and Active Travel

1: Ensure clear division of operational port traffic, public traffic, pedestrian and cycle movement.

2: Opportunity to integrate multi modal travel hub facilities (similar to those planned at the Enterprise Park) to encourage sustainable access.

Car and Coach Parking

3: Provide car, coach and motorhome parking in an appropriate location adjacent to the historic core.

Future Junction Reconfiguration and Safe Access

4: Explore reconfiguration of the Edward Benefer Way / John Kennedy Road junction to provide safe and efficient vehicular access.



Built Form and Public Realm

Public Realm and Wayfinding

1: Improve public permeability both visually and physically through improved wayfinding.

West Lynn

8

The West Lynn Riverfront site encompasses land along the west bank of the River Great Ouse, opposite King's Lynn's historic core. Formerly the site of a Del Monte canning factory (the Lin-Can building) demolished in 2008, the site now comprises vacant and overgrown scrubland. The site is adjacent to a path along the river which forms part of the King Charles III coastal path.

Historically used for small-scale industry and wharfage, the area has seen gradual decline in active river-related use. The King's Lynn Transport Srategy identified West Lynn as a potential area for improved ferry connectivity, riverside public realm, and complementary development. The Council has recently announced its intention to provide a new pontoon at West Lynn, and refurbish existing town centre landing facilities.

The site is owned by Del Monte.



Site details

Current Use: Vacant site

Ownership: Third Party

Total Area: 48,794 m² / 4.8 ha







The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Setting of and views towards the King's Lynn Conservation Area on the eastern riverbank
- Adjacent to Grade II* listed St Peter's Church and Grade II listed buildings on the west bank
- Majority Flood Zone 3A
- Overgrown scrubland requiring survey works to determine ecological value and Biodiversity Net Gain requirements
- Potential for widespread contamination from previous industrial uses
- Constrained vehicular access via residential scale roads
- Opportunity to further enhance ferry facilities, public transport, and pedestrian connections including to the Norfolk Coast Path. The case for these would be strengthened by development of destinations at West Lynn that encourage greater footfall through landscaping, leisure amenities and small scale residential.

The opportunity

The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through enhancements to access, public realm and nature-based leisure. While built development should be limited in response to the site's environmental value and constraints, there is potential for limited residential development along the site's western edge to meet local housing need.

An indicative proposal has been developed which has the potential to provide:

- **865sqm of non-residential floorspace across potential tourism accommodation, commercial uses and associated outdoor leisure - capitalising on improvements to ferry facilities**
- **42,850sqm of open space, landscaping, outdoor facilities and public realm**
- **Potential to introduce additional sports facilities and water-based recreational activities**
- **13 residential units**
- **83 parking spaces for ferry passengers**
- **Improved access infrastructure at the ferry terminal**

What's next?

Delivery will be progressed through discussions with the landowner. Future designs should be informed by early ecological surveys to establish the biodiversity value of the site and ensure this is factored into development of the proposals.



Figure 58. West Lynn - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at West Lynn:



Land Uses for Local Needs

Community, Leisure and Employment - Cross-river connections
1: Establish a unique destination that celebrates local production and nature-based leisure with community activities.

2:Provide supporting facilities in line with the parking strategy and for the ferry including 'park and sail' to improve connectivity between West Lynn and King's Lynn town centre.

3: Potential to provide some residential development to support housing delivery.



Harness History and Culture

Townscape and Views
1: Improve setting of heritage assets both sides of the river, and cross-river views. Make reference to agricultural and maritime history.

2: Form part of the wider town centre tourism offer and trail connecting to attractions such as St George's Guildhall, the Custom House and the King's Lynn Riverfront.



Harness Natural Assets

Green and Blue Infrastructure
1: Create new public realm adjacent to the water, and water-related activities.

2: Retain and enhance the high existing biodiversity value of the site - sensitive landscape improvements.

3: Ensure proposed uses are appropriate to high flood risk and incorporate sufficient mitigation.

Environmental Quality
4: Integrate sustainable drainage systems (SuDS).



Transport and Access

Public Transport
1: Provide supporting facilities and access infrastructure to the ferry such as park and sail and improved bus linkages, to improve connectivity between West Lynn and King's Lynn town centre.

Active Travel
2: Enhance access and wayfinding along the western river bank as part of the visitor trail and Coastal Path.

3: Support LCWIP improvements from West Lynn to King's Lynn including over the Cut Bridge.



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

Lighting
2: Uses involving night time lighting must ensure this is carefully managed in terms of amenity, ecology and heritage impact

Land North of Wisbech Road

9

The site comprises a parcel of land located to the south of the town centre, currently accessed via Wisbech Road. It is adjacent to Southgates to the east, Hardings Way / Hardings Pits to the west., and bound to the north and east by Friars Fleet, the final section of the River Nar before it meets the Great Ouse to the south of Boal Quay, which separates the site from an existing residential area to the north at Whitefriars.

The site comprises a mixture of residential, industrial and former industrial uses, with green space to the north.



Current Use: Industrial

Ownership: Local Authority and Third Party

Total Area: 1.65ha



Image Source: Google Street View



Image Source: Google Street View



Image Source: Google Street View

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Flood Zones 1, 2 and 3A
- Potential for contamination from existing and former industrial uses
- Existing poor quality footpath along Friars Fleet limits connections between Southgates and Boal Quay, the riverfront and town centre - opportunity to connect areas earmarked for regeneration
- Adjacent Anglian Water pumping station including cordon sanitare easement
- Local Plan Site Allocation E1.10 for development of at least 50 dwellings

The opportunity

Land North of Wisbech Road presents an opportunity to relocate existing town centre car parking to a less heritage-senstive location, while delivering high quality residential development to meet local housing need, public realm which respects the ecologically sensitive context of the River Nar, and improvements to physical and visual connectivity between Southgates and the Riverfront.

An indicative proposal has been developed which provides:

- **56 residential units**
- **4,100sqm of public realm**
- **89 parking spaces allowing relocation of spaces from town centre sites with the potential to utilise existing bus routes on Hardings Way to access town centre quickly**
- **A public transport priority route for sustainbale access to the town centre**

What's next?

The provision of new car parking spaces at this site will be key to unlocking the potential for new development elsewhere within the Masterplan, and is a priority for the Council. The delivery of new residential development will be pursued in tandem with sites at Boal Quay and Southgates, to meet local housing need and achieve an economy of scale to realise funding opportunities.



Figure 59. Land North of Wisbech Road - Indicative Plan

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Land North of Wisbech Road.



Evolve and Adapt

Delivering the Ambition
1: Respond to the town's needs, combining housing delivery with strategically relocated parking.

2: Establish a coherent gateway site along with the Southgates area, which responds to its evolving role as a key arrival point to the town.



Land Uses for Local Needs

Housing and Community
1: Deliver a balanced residential development along with public car parking to support local housing need, town centre function and vitality.

2: Rationalise existing parking provision, improve efficiency, accessibility, and legibility.

3: Integrate green infrastructure to enhance liveability and environmental performance.



Harness History and Culture

Heritage and Culture
1: Respond sensitively to the nearby Conservation Area and Southgates and reinforce their setting.

Townscape and Views
2: Protect and frame key views between the historic core, Southgates, and the Riverfront.



Harness Natural Assets

Green-blue Infrastructure
1: Structure the site around enhanced green corridors, and strengthen links to the wider green network.

2: Prioritise continuous pedestrian and cycle connections between Southgates and the riverfront.

3: Integrate multifunctional green infrastructure and green surface car parking.

4: Ensure the configuration of residential development is resilient to flood risk.

Environmental Quality
5: Integrate sustainable drainage systems (SuDS).



Transport and Access

Car Parking and Vehicle Movement
1: Provide well-located, accessible public car parking to support the need of the town

2: Ensure connections to the bus network along Hardings Way to function as an informal park and ride.

Active Travel
3: Establish direct, high-quality cycle routes linking Southgates, the riverfront, and the town centre.

4: Prioritise pedestrian and cycle movement.



Built Form and Public Realm

Public Realm and Wayfinding
1: Define a strong sense of arrival along with Southgates, marking the transition into the town centre as well as along the River Nar to Boal Quay.

2: Provide public realm for new residential development.

3: Embed clear wayfinding and integrate cycle parking.

4: Deliver a landscape-led setting that supports residential amenity and reinforces local character.

5:Ensure appropriate separation distance and screening from pumping station.

Church Street Car Park

10

Church Street comprises a 243-space surface level car park, abutting the southern boundary of the town centre.

The site is located in an area of transition linking the edge of the town centre and the Hillington Square residential development to the south with surviving 15th century buildings on the west of Church Street leading to the historically significant civic buildings around the Minster and Saturday Market Place in the north and west, and connects to the River Ouse via Boal Quay to the south west.

The site forms a substantial break in the historic and fine-grained townscape of King's Lynn, and provides a valuable opportunity to restore the urban integrity of the town centre.

291



Current Use: Surface Car Park

Ownership: BCKLWN freehold with third party lease

Total Area: 6650 m²/ 0.665 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Surface car parking and associated vehicle movements through historic streets detract from the setting of the Grade I listed Minster, two Grade II listed buildings along Stonegate Street and the rear of Grade II listed buildings along St James Street.
- Poor east-west connections serve to fragment routes for walking and cycling
- Future Flood Zone 2 - all development must be appropriately flood resilient and resistant
- Opportunity to fill gap in urban grain with high quality built development
- Requirement for archaeological investigation.

Church Street Car Park

The area around Church Street has a long history as part of the medieval core of King's Lynn. Church Street itself was formerly known as Stonegate in medieval times and was one of the principal streets leading to the Minster.

The historic maps opposite show that by the 1880s the medieval street pattern was intact, with a dense block of buildings fronting Church Street.

By the 1960s, the site had been cleared and replaced with a garage and showroom, which remained in operation into the 1970s. The site was subsequently cleared and redeveloped as a surface car park.

The masterplan updates and builds on the previous study of the site undertaken as part of the Heritage Action Zone. The indicative plan shown on the following page responds to the historic street pattern by reinstating a more continuous street frontage along Church Street, helping to define the street and frame views towards the Minster. Shared green and public spaces are located behind the frontage, providing a contemporary interpretation of the area's historic long-plot pattern.



Figure 60. 1886, OS England and Wales



Figure 61. 1905 OS England and Wales



Figure 62. 1952, OS England and Wales



Figure 63. 1966, OS England and Wales

The opportunity

Church Street Car Park presents an opportunity to deliver high quality residential development and multifunctional public space which together repair the urban grain in a prominent town centre location.

An indicative proposal has been developed which provides:

- **72 residential units**
- **2,600sqm of public realm**
- **28 car parking spaces for residents, with the potential for further on-street parking for residential or public use**

What's next?

Land ownership constraints, and the requirement to re-provide parking elsewhere prior to its redevelopment mean that Church Street is likely to be one of the Masterplan sites delivered in the long term. Development of detailed designs must ensure that properties are fully flood resilient in line with Local Plan Flood Design Guidance, and that appropriate access can be achieved for large vehicles including fire appliances and refuse vehicles. This must be developed with ongoing reference to the site's heritage context and views towards the Minster, with the involvement of heritage stakeholders.



Figure 64. Church Street Car Park - Indicative Plan

A3 / 1:500

Design principles

The illustrative proposals have been informed by the folllowing design vision and principles which should be used to guide the development of any future scheme at Church Street:



Evolve and Adapt

Infrastructure works
1: Early works to re-provide car parking elsewhere within the Masterplan.



Land Uses for Local Needs

Housing and mixed-use development
1: Significant opportunity to provide new housing and increase town centre densities

2: Create more opportunities for town-centre living and active street life.



Harness History and Culture

Heritage, Townscape and Views
1: Respond to and capitalise on the setting of the Minster through high quality new public realm and built development which is appropriate in form and height.

2: Repair broken townscape through development on the eastern side of Church Street which benefits from historic plot sizes and rhythm.



Harness Natural Assets

Green and Blue Infrastructure
1: Introduce new green spaces and trees to enhance the open - green network.

Environmental Quality
2: Integrate sustainable drainage systems (SuDS).



Transport and Access

Active Travel
1: Provide new pedestrian and cyclist routes through the site to increase permeability.

2: Strength the town centre connection with Priory Lane.

3: Consider provision of arrival facilities - cycle parking.

Car Parking and Vehicle Movement
1: Car parking to be re-provided in an alternative, appropriate location within the Masterplan.

2: On-street car parking alongside Church Street.



Built Form and Public Realm

Public Realm and Wayfinding
1: Enhance safety, legibility, and inclusivity through high-quality public realm and improved wayfinding.

2: Interventions to improve arrival experience through strengthened connections with the Minster and town centre.

Urban Form
3: Respond to surrounding urban grain to fill a gap in the historic layout.

4. Respond to the proximity of existing developments alongside the boundary.



Figure 65. Church Street - Indicative Artist's Impression

Southgates Regeneration Area

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Southgates has functioned as the southern entry point to the town since medieval times and the 15th Century South Gate, which is both Grade I listed and a Scheduled Ancient Monument, remains the main vehicular entrance today.

Today Southgates' rich heritage is compromised by the presence of large-scale highways infrastructure and underutilised brownfield land. The speed and volume of vehicular movement through the historic monument causes degradation to its fabric and setting, and surrounding assets.



Current Use: HIghways junction, vacant buildings/land and bus depot

Ownership: Local Authority and third party

Total Area: 3.40 ha (33,960 sqm)





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Grade I listed South Gate, also a Scheduled Monument
- Entrance to the King's Lynn Conservation Area
- Contamination from former industrial uses
- Majority Flood Zone 1, with areas of Flood Zone 2 and 3
- Vacant brownfield sites and buildings

The opportunity

The Southgates Regeneration Area Masterplan proposes a placemaking-led scheme of major highways and public realm improvements, alongside new residential development, which will open up the historic South Gate as a major asset for the town.

A feasibility proposal has been developed to provide:

- **92 residential units**
- **176sqm of commercial floorspace**
- **Enhanced landscaping and public realm**
- **Enhanced access and setting to the South Gate**
- **New dedicated pedestrian and cycle routes to connect to the wider LCWIP network**

The Southgates Masterplan Development Plan Document, available on the BCKLWN website, provides further information on key design principles that any future proposal will be expected to follow.

What's next?

Consultation on the Masterplan has re-affirmed support for the Southgates proposals from the public and Historic England. These were first consulted on in their current form in 2021, following which the indicative design was further developed in 2022 and subject to pre-application consultation with BCKLWN and Historic England. The comments received, and further engagement, should be used to shape detailed designs. Scheme development work to date enables progression of planning application and site clearance works, subject to funding and next stage of local authority approval.



Figure 66. Southgates Regeneration Area - Indicative Plan



Figure 67. Southgates Regeneration Area - Indicative Artist's Impression

6. Delivery and next steps

This chapter sets out how the strategies and opportunities identified will be delivered over time, and next steps for the Masterplan.

Phasing and delivery

The proposals presented in this Masterplan are just the start, and the work to deliver on its ambitions begins now.

King's Lynn benefits from opportunities which include heritage, the riverfront and its role as a key town within a wider catchment. However, there are challenges with some environmental weaknesses such as poor ground conditions which have led to the under-utilisation of some buildings and sites. There are demographic and socio-economic challenges too, but these are not unique to the town.

Given this context it is important that weaknesses and constraints are addressed, whilst taking full advantage of the opportunities. The property market and capacity of the real estate development sector in the East of England mean that the public sector and in particular the Local Authority need to take a key role, particularly in coordination and de-risking of opportunities, which can then bring in private sector investment.

In response, the Local Authority and Masterplan team are undertaking ongoing engagement with housing providers and arms length bodies including Homes England, Historic England, Arts Council and National Lottery Heritage Fund, in order to understand the practicalities of delivering the opportunities identified in the Masterplan. This has informed the proposals presented, and will continue to shape their future development. The Government's 2026 announcement of the Homes England National Housing Delivery Fund and the National Housing Bank are key opportunities – along with the significant investment in the social and affordable housing grant programme.

As identified in Chapter 1, existing funding through the Pride in Place programme, alongside potential new sources for funding and ways of working presented by local government reorganisation and devolution create an opportunity for transformational change. The Masterplan seeks to capitalise on this for the benefit of King's Lynn, its people and places.

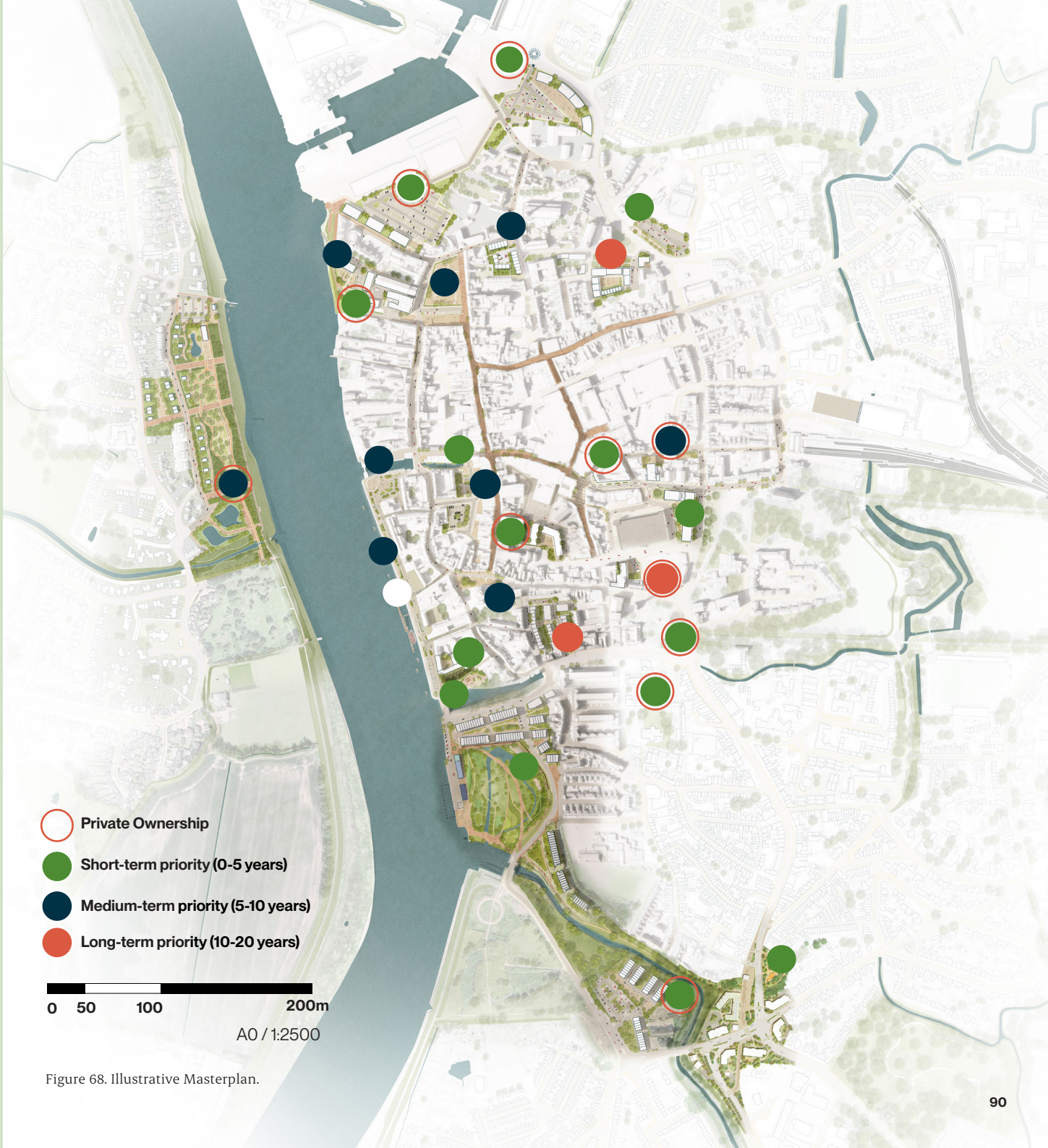

Figure 68. Illustrative Masterplan.

What's next?

Delivery of the Masterplan will be flexible, adaptable and undertaken through continued engagement with the people of King's Lynn.

This report has set out a Masterplan for the transformational regeneration of King's Lynn over the next 20 years and beyond. It has been informed by a series of engagement undertaken by the Masterplan team and previous rounds of consultation on the sites considered.

The Masterplan provides a framework for future development, but is not a final proposal. Designs for the majority of sites are illustrative, and Chapter 5 sets out the next steps for each opportunity site. All will require further detailed design work - informed by technical inputs and surveys - as funding opportunities are realised, and ahead of seeking planning permission and delivery of the schemes identified. Lessons learned in the short term will be used to inform the medium and long term phases of the Masterplan.

An important part of this will be engagement with all stakeholders - across the local planning authority, statutory consultees, local groups, residents and businesses - to ensure that proposals continue to be shaped by the people who know King's Lynn best.

The Masterplan has been prepared in tandem with the early stages of the next King's Lynn and West Norfolk Local Plan, and the concept designs set out will also inform potential future site allocations to provide a robust policy basis for development.

STAY INVOLVED

During public consultation in May and June 2026, respondents were asked to express their interest in future opportunities to share their views on projects within the Masterplan. If you would like to be added to the list, please email economic.development@west.norfolk.gov.uk with your contact details and let us know why you would like to be involved.



Glossary

The glossary provides definitions of the key terminology used in the Masterplan document.

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Key terminology	Definition
Active travel hub	A facility providing car and/or cycle parking facilities which enable connections between different modes of transport. This can enable those walking, wheeling and cycling to connect to public transport services, or drivers to complete the last part of their journey by active (walking/cycling) or public transport (bus).
Adaptive re-use	The process of repurposing existing buildings for new uses, promoting sustainability and preserving cultural heritage.
BDP	A multi-disciplinary design practice including urban designers, town planners, architects and engineers; appointed on behalf of BCKLWN to prepare the King's Lynn Masterplan.
Blue infrastructure	Networks of natural and semi-natural water features such as rivers, ponds, wetland and coastal areas, as well as engineered structures like SuDS, quays and rain gardens that integrate water management into the landscape. It is closely related to green infrastructure.
Borough Council of King's Lynn and West Norfolk	The local authority for King's Lynn, with responsibility for providing district-level services including regeneration and development, local planning and building control, council housing, environmental health, leisure services, parks, and tourism
Brownfield	Urban sites for potential building development which have had previous development on them.
Bus hublet	An enhanced bus stop providing a small focal point for public transport, active travel and local interchange, including good quality shelter and seating, real-time travel information, wayfinding and cycle parking.
Devolution	The transfer of powers or authority from a central government to regional or local governments. The inaugural Mayor of Norfolk and Suffolk will be elected to lead a newly-established Norfolk and Suffolk Combined County Authority.
Environment Agency	A governmental organisation responsible for water quality and resources, regulating the treatment of contaminated land, inland river, estuary and harbour navigations, and managing the risk of flooding from main rivers, reservoirs, estuaries and the sea
Enquiry by Design	A planning tool that brings together key stakeholders to collaborate on a vision for a new or revived community. This is developed through a workshop facilitated by the King's Foundation, where key issues for a development site are tested by being drawn.
Flood Zone 1	Land assessed as having a low probability of flooding, with less than a 0.1% annual chance of river or sea flooding.
Flood Zone 2	Land assessed as having a medium probability of flooding from rivers or the sea, with an annual chance of flooding between 0.1% and 1% for rivers, or 0.1% and 0.5% for tidal flooding. The Environment Agency's flood mapping also shows areas that are predicted to be within Flood Zone 2 by 2050 due to climate change, which in planning terms are treated similarly to existing Zone 2 land.
Flood Zone 3	Land at the highest probability of flooding from rivers or the sea, with an annual chance of 1% or greater for rivers and 0.5% or greater for the sea. It is divided into two categories: 3A includes land with a 1% or greater annual probability of river flooding or 0.5% or greater annual probability of sea flooding; while 3B (functional floodplain) is the most at-risk land, where water is expected to flow or be stored during flood events. It generally has a 5% annual probability of flooding (1 in 20 chance).
Green infrastructure	Networks of natural and semi-natural spaces that provide a wide range of benefits for nature, climate, local and wider communities and prosperity. This includes parks, gardens, street trees, woodlands, green roofs, and sustainable drainage systems (SuDS) that are interconnected to form a cohesive system rather than isolated elements. It is closely related to blue infrastructure.
Heritage asset	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).
Historic England	A governmental organisation responsible for championing historic places, identifying and protecting our heritage, supporting change - including providing funding to support heritage assets - understanding historic places and providing expertise at a local level
Housing Needs Assessment	A systematic analysis used by the Council to identify current and future housing needs, gaps, and priorities to inform planning, policy, and development decisions
Infill development	The construction of new buildings or facilities on vacant or underutilised land within existing urban areas to increase density and make use of existing infrastructure.
Interceptor car park	A car park on the edge of the town centre, but still within close walking, wheeling or cycling distance which 'intercepts' motor vehicle journeys and encourages people to undertake onward travel by walking, wheeling, cycling or public transport. In doing so this frees up land within the town centre for public realm and new development.
King's Lynn and West Norfolk Local Plan	The Local Plan which guides development within the Borough, and outlines how the Borough Council will ensure that growth is delivered in the right places, considering the needs of communities. Land use policies are used when making decisions on planning applications, and they help the Council decide where to allocate land for residential use.. The adopted Local Plan was adopted in 2025, for the period from 2021-2040. The next Local Plan is currently under preparation, and will cover 2026 to 2044.

Key terminology	Definition
Landmark building	Key townscape reference points recognised through their heritage significance, civic or public role, architectural quality, visibility, or position within key streets, spaces and views.. These include, but are not limited to, taller buildings.
Lead Local Flood Authority (LLFA)	The local government body responsible for managing flood risk from surface water, groundwater, and ordinary watercourses within its area. The King's Lynn LLFA is part of Norfolk County Council.
Levelling Up	A former government policy to reduce inequality based on where people live. In 2026 it was announced that Norfolk County Council has secured a commitment of £18.73 million from the Department for Transport Levelling Up Fund to deliver the STARS project.
Local Authority	A broad definition for all tiers of local government (existing and reflecting future changes as a result of Local Government Reorganisation).
Local Government Reorganisation	An ongoing programme of local government reform which will replace the existing two-tier system of borough and county councils with new unitary councils, preparing for devolution. Through this process, BCKLWN and Norfolk County Council will be replaced with a new Unitary Authority.
Marmot Place	Local areas committed to improving health equity by addressing social determinants of health through evidence-based policies and community collaboration.
Masterplan	A strategic, comprehensive and visionary framework that guides the immediate aspirations and long-term development of urban areas, balancing current needs with future growth. This provides a strategic framework rather than prescriptive and detailed proposals.
Masterplan sites	Sites within the King's Lynn Masterplan identified for their potential to benefit from new or enhanced development and public realm which deliver the Masterplan vision / objectives..
Masterplan vision	A statement articulating a spatial vision for regeneration of King's Lynn's built environment over the next 20 years and beyond.
Micromobility	The use of small, lightweight vehicles designed for short-distance urban travel, typically operated by a single person and often powered by human effort or electricity - such as bicycles, e-bikes, cargo bikes or e-scooters
Neighbourhood Board	Formerly known as the Town Board, responsible for overseeing the Towns Fund and Pride in Place programme for King's Lynn. Led by a chair from the private sector, the board brings together diverse expertise, experience, and knowledge, and a shared passion for the town. The board takes a collaborative approach and is made up of representatives from local authorities, the Member of Parliament, local businesses, Business Improvement District, Queen Elizabeth Hospital, College of West Anglia, and the community.
Norfolk County Council (NCC)	The local authority for Norfolk, with responsibility for delivering county-level services which include education, social services, libraries, main roads and public transport.
Opportunity sites	Eleven of the King's Lynn Masterplan sites have been identified as 'opportunity sites' with the potential to catalyse broader transformation across the town, but which have not yet been subject to feasibility design or where previous designs need to be revisited.
Pride in Place	A Government strategy to help build stronger communities, create thriving places and empower local people This has provided £20m of funding for King's Lynn, to be spent over ten years beginning from 2026. The projects to benefit from funding are overseen by the Neighbourhood Board, which in March 2026 received approval for its 10 Year Vision for the Pride in Place Programme.
Regeneration	A process of redeveloping or renewing urban areas which have experienced decline, neglect or underutilisation to improve social, economic, environmental, and physical conditions, enhancing the quality of life for communities. It goes beyond mere physical improvements, incorporating social, cultural, environmental, and economic interventions
STARS	Sustainable transport and regeneration scheme- a project developed by NCC to support more people to walk and cycle in the town, and public transport measures on the gyratory.
Strategic objectives	Priorities and principles grouped into six Masterplan strategies, which will form a practical framework for delivery of future development and improvements to the town centre.
Sustainable Drainage Systems (SuDS)	A mixture of built and nature-based techniques to controls surface water runoff close to where it falls, mimicking natural drainage as closely as possible, and accounting for the predicted impacts of climate change. These vary from small scale interventions such as permeable paving and soakaways to larger integrated schemes.
Towns Fund	A £3,6bn fund to support economic regeneration, announced by central government in 2019. King's Lynn is one of the towns benefitting from investment, led by the Neighbourhood Board, nd secured a £25m Town Deal from the fund in 2020.
Urban grain	The pattern, texture, and arrangement of buildings, streets, and spaces, reflecting the density, connectivity, and scale of the urban environment.
Unitary Authority	A single-tier system of local government where one Council is responsible for all local services - as contrasted with the current two-tier system of local government in King's Lynn (BCKLWN and NCC).

King's Lynn Parking Strategy 2026 to 2036

Non-Technical Strategy



Borough Council of
King's Lynn &
West Norfolk

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Non-Technical Strategy

This non-technical strategy document explains the key messages from the King's Lynn Parking Strategy Supporting Technical Data, prepared by Aecom for the Borough Council of King's Lynn and West Norfolk and focuses on what the strategy means for King's Lynn, its businesses, residents, visitors and future regeneration.

Why is a Parking Strategy Needed?

King's Lynn is the main service, employment, retail and cultural centre for West Norfolk, serving a catchment of around 250,000 people across a predominantly rural area. For many residents, particularly those living in villages and market towns with limited public transport, access to King's Lynn by car remains essential.

At the same time, the town is preparing for significant investment and regeneration through initiatives such as the King's Lynn Masterplan, the Riverfront, Guildhall project, Southgates improvements and wider town centre renewal. Some existing surface car parks may be redeveloped over time to create new homes, commercial space, public realm and visitor attractions.

The strategy therefore seeks to answer a simple question:

How can King's Lynn continue to support residents, businesses and visitors from a wide rural hinterland while creating the space needed for regeneration and improving the town centre environment?

The strategy **does not propose removing parking without replacement or mitigation**.

Instead, it recommends:

- Keeping King's Lynn accessible by car.
- Using existing parking more efficiently.
- Consolidating parking into the right locations.
- Supporting regeneration of some surface car parks.
- Providing alternative parking where needed.
- Encouraging more people to walk, cycle and use public transport where practical.
- Monitoring demand over time rather than making irreversible decisions now.

Background

The Borough Council of King's Lynn and West Norfolk (BCKLWN) have appointed AECOM to prepare a Car Parking Strategy for the two towns of King's Lynn and Hunstanton up to 2036. This report presents a car parking strategy specifically for King's Lynn while a separate report has been prepared for Hunstanton.

This Parking Strategy has been prepared to provide evidence to support and help inform BCKLWN in relation to emerging land use, economic development and regeneration, and transport and climate change policies and plans. It also aligns with the King's Lynn Transport Strategy (KLTS) which has been prepared and implemented to improve accessibility to and within the town by all modes with improvements to the highway network, public transport provision and walking and cycling routes. It also aligns with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) which sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium, and long term. The strategy aligns with the long-term strategic approach for developing King's Lynn from the King's Lynn Masterplan whilst allowing flexibility for it to evolve in response to changing longer term travel patterns. It will help ensure that the needs of existing and future businesses and residents within the borough, as well as visitors and commuters to the town, will be met.

King's Lynn is the most sustainable urban centre in west Norfolk and second largest settlement Norfolk; the town also serves a large rural area of circa 250,000 people. The regional and local policy documents relating to transport and parking in King's Lynn and across the Borough have been reviewed, and where appropriate, considered within the strategy set out in the Parking Strategy. In addition, the baseline scenario in terms of existing parking provision in both BCKLWN and privately-operated car parks located within King's Lynn is set out. Data relating to the existing operation of those car parks operated by BCKLWN has also been obtained and analysed to understand how each of the car parks are utilised.

Within the King's Lynn Masterplan, there are proposals to redevelop some areas of surface level car parking to achieve regeneration objectives and, in line with the recently adopted KLTS, a need to ensure the amount of car parking is appropriate for the town to thrive and encourage sustainable transport. Evidence shows that people who arrive at town centres by active travel or public transport, on average, spend more and stay for longer. Therefore, a strategy to provide alternative locations for car parking lost to redevelopment and to more effectively use existing car parking sites is proposed in this strategy.

Using the existing data and applying assumptions relating to future development and growth as well as the proposals in the King's Lynn Masterplan, it is expected that

assuming no mode shift and changes in travel patterns, BCKLWN car parks will have limited capacity in the future. However, local, and national transport policy is predicated on sustainable transport and encouraging a mode shift. A government ambition is that half of all short local journeys will be made by the active modes of walking and cycling in the future. There is strong potential for journeys within the urban core of the town to be undertaken by sustainable methods, capitalising on the walkable street network and positive use of the existing cycle network.

The Parking Strategy also seeks to further support tacking health inequalities as a result of West Norfolk becoming a Marmot Place. A key part of this is encouraging more active lives, aligning with the UK Chief Medical Officers (CMOs) updated physical activity guidelines. Guidance has been made clearer that for those who do almost no physical activity even small amounts will significantly improve their overall physical and mental health, and this increases rapidly with every increment of activity up to 150 minutes of moderate exercise a week, with the benefits increasing more slowly after that.

The Parking Strategy, in alignment with the King's Lynn Masterplan, does not seek to remove parking where it is needed. Recognising King's Lynn's role as the service centre for a large rural catchment, the strategy aims to maintain accessibility while making more efficient use of town centre land. Parking provision will be consolidated into larger, better-utilised locations, including edge-of-centre interceptor car parks, the multi storey car park and retained central car parks, allowing some surface car parks to be repurposed for regeneration, having the right spaces in the right places for different users. While supporting a shift towards more sustainable travel, the strategy acknowledges that parking will continue to play an important role in the town's future. Accessible parking and conveniently located spaces will be retained to ensure the needs of residents, visitors and those with mobility requirements continue to be met.

As the masterplan progresses over the short, medium, and long term, it will be important to take a monitor and review approach to parking. This is embedded within the Parking Strategy to assess impacts of new development in the town centre and changes in parking requirement, should this be either an increase or decrease in demand. This includes the mix and locations of long- and short-term parking and will inform the approach into the longer term acknowledging that there is more uncertainly into the future and plans need to retain flexibility.

Aims and Objectives

The strategy has been prepared to align with the long-term strategic approach for developing King's Lynn town centre whilst allowing flexibility for it to evolve in response to changing longer term travel patterns. It will help ensure that the needs of existing and future businesses and residents within the borough, as well as visitors and commuters to the town, will be met. The scope of the Parking Strategy is as follows:

Scope: To identify parking priorities and options which are informed by key stakeholder engagement and identify operational actions required to support delivery of wider strategic objectives.

The Car Parking Strategy will deliver the following strategic objectives:

Objective 1 – Support the vibrancy and vitality of King's Lynn town centre.

Objective 2 – Effective land use to support wider regeneration objectives and utilisation of land assets.

Objective 3 – Provide a strategy which underpins and supports the delivery of the economic strategy, transport strategy, King's Lynn Masterplan, and the local plan.

Objective 4 – Sustain revenue income streams for the Council, modernising operations, and efficiency.

Objective 5 – Reconcile the need for and continued use of car parking spaces with the council's net zero ambitions and the wider climate change agenda including modal shift.

What Does King's Lynn's Parking Look Like Today?

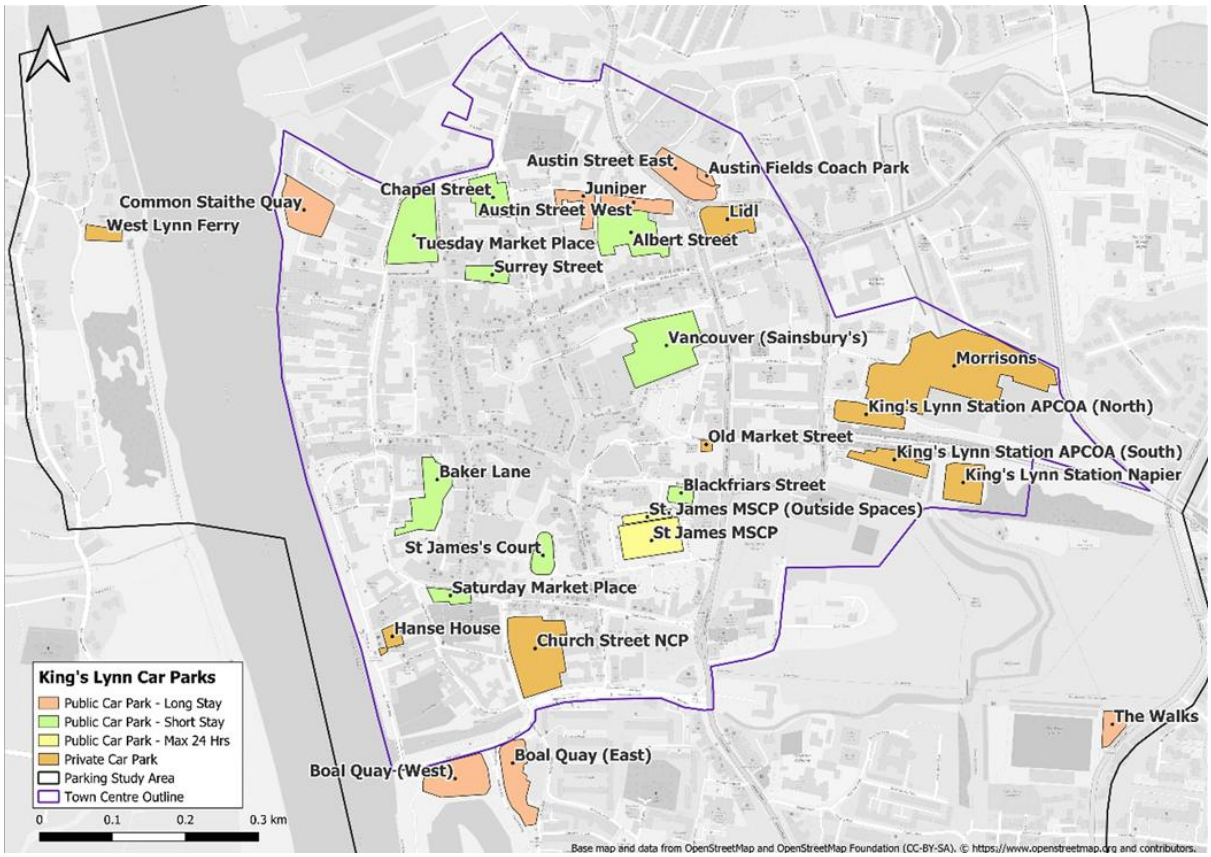

Figure 1- King's Lynn Car Parks

The Borough Council currently operates around **2,600 parking spaces** across 18 public car parks with a 68:32 split between short stay and long stay. There are nearly **1,000 additional spaces** provided by private operators.

Coach Parking

Austin Fields Coach Park hosts 6 coach parking bays.

EV Parking

28 EV parking spaces are available across three car parks, Austin Street (East), Chapel Street and St. James' Multi-Storey (outside spaces).

On-Street Pay & Display Parking

There is only one on street pay and display car parking area in the study area, located at South Quay and Purfleet Place with approximately 54 spaces.

On-Street Short Term Parking

These are spaces along the street edge that are designated as parking bays and have a sign indicating the parking restrictions in force. There are approximately 183 on street

short term spaces within the study area, of which 111 spaces are within the town centre.

On-Street Unrestricted Parking

There are large areas of on-street unrestricted car parking available in the study area. However, none of these locations are within the town centre.

On Street Disabled Parking

There are five locations with on street disabled parking within the town centre, totaling 18 bays.

CPZs and Permit Parking

There is one town-centre wide Controlled Parking Zone (CPZ), as well as five Resident or Business permit parking areas in King's Lynn. Parking permits can be purchased by residents / business owners whose properties fall within the zones.

BCKLWN Operated Car Park Available Capacity

The available capacity in each of the car parks during a neutral weekday, Saturday, and Sunday as well as during the peak month weekday, Saturday and Sunday suggests that the spaces available in each of the car parks is as set out below.

		Available Spaces					
Car Parks	Capacity	March (Neutral)			December (Peak)		
		Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Albert Street	131	89	45	91	23	0	74
Austin Street (East)*	126	25	62	99	25	0	91
Austin Street (West)*	113	0	56	79	0	23	96
Baker Lane	90	13	0	36	0	0	0
Blackfriars Street	33	2	0	0	9	0	0
Boal Quay*	359	209	127	265	174	86	272
Chapel Street	83	57	5	61	15	0	18
Common Staithe Quay*	154	31	0	61	0	0	31
Juniper*	51	42	25	42	15	0	39
Saturday Market Place	32	1	0	0	0	0	6
St James Court	61	6	0	17	0	0	11
St. James MSCP	678	517	174	467	343	168	370
Surrey Street	40	5	2	12	0	0	8
Tuesday Market Place	224	0	0	0	0	0	0
Vancouver Quarter	411	295	232	319	192	0	238
The Walks	30	22	3	0	22	12	27
Total	**2616**	**1264**	**731**	**1549**	**799**	**272**	**1254**

**Long stay car parks where permits can be used.*

Figure 2 - Available Capacity at BCKLWN Operated Car Parks

Key findings include:

Parking is Generally Working Well

- Usage and income have both increased since before the pandemic.
- There is spare parking capacity across the network.
- The St James Multi-Storey Car Park has significant unused capacity much of the time.
- Most parking pressure occurs on Saturdays and during the Christmas period.

Parking is Spread Across Too Many Sites

The town relies on many relatively small surface car parks.

This makes parking harder to manage, creates unnecessary vehicle movements around the town centre, uses valuable development land in a sustainable location and makes it harder for visitors to know where spaces are available.

Future Pressures and Challenges

- If growth and regeneration proceed as planned in order to achieve the wider regeneration and growth strategic aims, some car parks could be lost to redevelopment.
- Without a planned and evidence led approach, future parking demand could become a challenge, particularly during peak periods.
- A greater number of car parking spaces designated for disabled users in car parks close to town centre amenities could be provided to align with Norfolk County Council Parking Standards.
- Signage to cars parks is fragmented in places making it harder to navigate.

How Does Parking Support Regeneration?

A significant theme throughout the strategy is that parking must support, rather than prevent, regeneration. For King's Lynn, the redevelopment of town centre surface car parks for residential and commercial development can be a powerful regeneration tool because it helps address several long-standing economic, housing, environmental, and place-making objectives simultaneously.

1. **Increases Town Centre Living and Footfall**

   Many town centre car parks occupy strategically located land close to shops, services, workplaces, and public transport. Redeveloping these sites for housing can:

   - Increase the resident population in the town centre.
   - Support local businesses through greater year-round spending.

- Improve vitality outside normal shopping hours, particularly the evening economy.
- Create a safer and more active town centre through increased natural surveillance.

For King's Lynn, this aligns with ambitions to strengthen the core town centre economy and support independent retailers and hospitality businesses as set out in the Pride in Place 10 Year Vision.

2. Makes Better Use of Underutilised Land

Surface car parks are generally a low-density land use in highly accessible locations. Redevelopment can:

- Deliver significantly greater economic value per hectare.
- Generate council tax and business rates income.
- Unlock development opportunities without requiring greenfield expansion.
- Improve the visual quality of key gateway sites.

In planning terms, this represents efficient use of previously developed urban land, inline with the government National Planning Policy Framework (NPPF) previously developed land first policy.

3. Supports Housing Delivery Targets

King's Lynn and West Norfolk continue to face housing demand pressures, particularly for:

- Affordable housing.
- Homes for younger people.
- Specialist and later living accommodation.
- Build-to-rent and town centre apartments.

Town centre car parks can often accommodate a range of housing mix developments including higher density, affordable housing within walking distance of services and public transport. This reduces reliance on peripheral, less sustainable rural housing and supports sustainable growth.

4. Strengthens the Town Centre

Redeveloping council-owned car parks can act as a catalyst for wider private sector investment by:

- Demonstrating confidence in the town centre.
- Increasing development values.
- Creating opportunities for complementary commercial uses.
- Improving the public realm.

This approach is commonly used in regeneration programmes where public sector land ownership enables market transformation.

5. Supports Sustainable Transport Objectives

National planning policy increasingly promotes:

- Walking.
- Cycling.
- Public transport.
- Reduced car dependency.

For King's Lynn, this complements wider ambitions around active travel and improving connections between the railway station, town centre, waterfront and employment areas.

6. Improves Townscape and Heritage Settings

Some existing car parks create gaps in the urban fabric, poor frontage onto streets and weak connections between key destinations.

Well-designed development can help to restore and improve the heritage assets of the town centre. Given King's Lynn's exceptional historic environment, sensitive redevelopment can enhance the setting of conservation areas and listed buildings.

7. Creates Long-Term Revenue for the Borough Council

While car parks generate parking income, development can create longer-term value through:

Benefit	Potential Outcome
Land value release	Capital receipts
Residential development	Council Tax revenues
Commercial space	Business rates income
Joint venture schemes	Development returns
Increased footfall	Secondary town centre economic benefits

Many councils are now reviewing whether low-value surface parking represents the best use of centrally located land assets.

8. Supports Net Zero and Climate Objectives

Town centre regeneration typically delivers:

- Reduced travel distances.
- Lower transport emissions.
- More energy-efficient buildings.
- Brownfield development instead of greenfield release.

These outcomes align with both local climate ambitions and national planning policy.

Masterplan Opportunity Sites

Several existing surface car parks and area of parking have been identified as potential development opportunities through the Local Plan and King's Lynn Masterplan process, including locations such as:

- Boal Quay
- Church Street
- Common Staithe Quay
- Chapel Street
- Parts of Tuesday Market Place, for public realm improvements
- Parts of Saturday Market Place, for public realm improvements
- Other surface car parks within the town centre.
- On-Street Car Parking at South Quay and Baxters Plain

Redeveloping appropriate sites could help deliver:

- New homes.
- New business space.
- Improved public realm.
- Better riverfront environments.
- Enhanced visitor attractions.
- A more attractive and economically successful town centre.

The strategy recognises that this can only happen successfully if replacement parking arrangements are considered alongside redevelopment proposals. The locations identified are opportunities for further assessment, not agreed proposals to remove parking or redevelop sites at this time.

What is the Long-Term Vision?

The strategy proposes moving away from a model based on numerous town centre surface car parks. Instead, the long-term vision is:

"The Right Spaces in the Right Places"

This means:

- Retaining convenient central parking where needed, including increased disabled spaces.
- Making better use of existing larger car parks.
- Providing replacement "Interceptor" parking on the edge of the town centre where appropriate to replace sites that are redeveloped.
- Improving walking connections from parking locations to destinations.
- Creating travel hubs and intercept parking opportunities that reduce unnecessary traffic in central areas.

Travel Hubs, Informal Park & Ride and New Car Parks

A traditional permanent Park & Ride was considered but was not recommended due to its cost and complexity.

Instead, the strategy recommends:

Travel Hubs and new Interceptor Car Parks

Potential locations include:

- King's Lynn Enterprise Park (KLEP)
- Port and Timber Yard area.
- West Lynn (Park and Sail)
- Land north of Wisbech Road
- Expansion of car parking around Morrisons/Matalan/the train station subject to landowner ambitions.



Figure 3 – Travel Hub at King's Lynn Enterprise Park (KLEP)

These hubs could:

- Provide additional parking.
- Connect with existing bus services.
- Support walking and cycling.
- Remove some traffic from the town centre.
- Help accommodate parking displaced by regeneration.

Supporting Businesses and Visitors

The strategy recognises that the town centre economy depends upon convenient access and does not seek to discourage visitors.

Recommendations include:

Better Signage

Many car parks are poorly signed or under-used because visitors cannot easily find them. Improved signage and real-time information could help distribute demand more evenly across the network.

Improved Visitor Experience

The strategy encourages:

- Better quality parking environments, including the size of parking spaces and ANPR barrier control and associated fee structure at applicable sites.
- Improvements to the St James Multi-Storey Car Park and others where relevant.
- Enhanced wayfinding.
- Better information for visitors.

Coach and Tourism Parking

The strategy recognises the growing importance of tourism initiatives such as:

- St George's Guildhall
- The Riverfront
- The Custom House area

It recommends safeguarding and potentially increasing coach parking provision to support visitor growth alongside considering the potential for motorhome parking provision.

Supporting Residents

The strategy also includes measures designed to support local communities.

These include:

- Increasing accessible parking provision.
- Reviewing resident permit arrangements.
- Considering targeted resident parking schemes where issues arise.
- Review parking fees such as considering cheaper Sunday car park charges to offset some demand from Saturday as the peak day.
- Re-evaluation of short and long-term parking.
- Maintaining convenient parking for those with mobility needs.

Importantly, the strategy recognises that many West Norfolk residents will continue to depend on car travel for the foreseeable future.

Climate Change and Sustainable Travel

The strategy supports the Council's wider climate and transport objectives.

However, it adopts a pragmatic approach and acknowledges that many journeys in rural West Norfolk will still be made by car and King's Lynn must remain accessible. Parking remains important to the town's economy alongside modal shift which can be achieved with:

- Improved walking routes.
- Better cycling infrastructure.
- Cycle hire/micromobilty.
- Enhanced public transport.
- More electric vehicle charging.
- Consider solar car ports to existing car parks.
- Travel planning initiatives.

Key Recommendations

The main recommendations from the Parking Strategy can be summarised as:

Priority Actions

1. Develop travel hubs and interceptor parking opportunities.
2. Plan replacement parking alongside regeneration projects.
3. Improve signage and parking information.
4. Increase EV charging provision.
5. Increase accessible parking provision.
6. Improve the St James Multi-Storey Car Park and others where relevant.
7. Review permits and tariff structures.
8. Support coach and tourism parking.
9. Continue monitoring and reviewing parking demand over the parking strategy period and beyond.

Appendix 1 sets out a detailed suggested action plan for the priority actions to be considered for progression by BCKLWN for further feasibility and delivery when funding and stakeholder partner opportunities arise.

Conclusion

The strategy is fundamentally a **strategy to deliver regeneration supported by a parking, not a parking reduction, strategy**. Its central message is that King's Lynn must remain accessible and attractive while making better use of land, supporting economic growth and delivering long-term regeneration.

The Strategy set out is up to 2036. After this there is more uncertainty about future travel patterns and the levels of parking required due to technological advancements, policy changes, and social changes. These could have a significant impact on car use, and in hand with that, parking demand.

Rather than removing parking, the strategy proposes a gradual transition towards a more efficient parking network and modal shift that supports the ambitions of the King's Lynn Masterplan, protects accessibility for residents and businesses, and creates opportunities for investment, housing, public realm improvements and economic growth over the next decade. The strategy provides the evidence base and framework for future decisions. It does not in itself authorise changes to parking provision, individual redevelopment schemes or parking charges. Those would need to be considered separately, with appropriate evidence, financial assessment and approvals.

The Parking Strategy should be taken forward on a ‘monitor and review’ basis. This will ensure that an appropriate level of car parking is maintained for the town to thrive and to encourage sustainable transport.

Appendix 1: Parking Strategy Action Plan

Suggested actions & next steps do not themselves authorise changes to parking provision, individual redevelopment schemes or parking charges. Actions & next steps will be subject to the appropriate project development, consultation and scrutiny process before potential implementation.

Intervention	Description	Suggested Actions & Next Steps
Travel Hubs	More viable form as opposed to a permanent park & ride option whilst still addressing capacity issues. New Travel Hubs can provide informal park & ride provision to meet future demand along existing public transport and cycle network routes. Locations such as King's Lynn Enterprise Park (KLEP) travel hub and land at King's Lynn Port.	Masterplan integration and project development at identified travel hub sites. KLEP Travel Hub already under development through the Towns Fund programme which will create additional capacity in the short term.
Expansion of existing / New Car Parks	New car parks within or near King's Lynn town centre to consolidate existing car parks into one area to unlock redevelopment proposals and divert vehicular traffic from the town centre. New car parks should include EV charging, cycle parking and links for other active and sustainable modes.	Develop business cases for following new/expansion of long-term car park sites; -New/enlarged Car Park at West Lynn (offering park and sail) -New Car Park at King's Lynn Port and Timber Yard (interceptor car park for consolidation) - Land North of Wisbech Road - Expansion of car parking around Morrisons/Matalan/the train station (subject to landowner ambitions).
Reduction of Existing Car Parks for redevelopment	Sites which have been identified for alternative uses to support wider regeneration ambitions have been removed in the future scenarios. In the longer term, once appropriate replacement has been provided (above), this includes potential removal of spaces at; - Boal Quay - Church Street - Blackfriars Street	Progress developer partner interest in parallel with the above to align phasing of new parking provision ahead of development coming forward.

	- St James Court - Chapel Street - Common Staithe Quay - Juniper, Austin Street West & Albert Street	
Reduction of Existing Car Parks for Placemaking	Removing Parking from Tuesday Market Place & Saturday Market Place to create a pedestrian-focused town centre environment would go a long way towards making the town more attractive to visitors and residents. However, the prominent location and high usage of Tuesday Market Place means that removal of car parking would need to be provided somewhere nearby, such as at the port. This should therefore be treated as an option to consider only in conjunction with reprovision nearby.	Medium-long term ambition subject to appropriate levels of replacement/new parking being provided before spaces are reduced.
Existing On-Street Car Parking	Baxter's Plain – Blackfriars Street and Paradise Parade has been identified for reduction of car parking to allow public realm improvements to be delivered through STARS. -South Quay – reduced parking provision to enable implementation of Riverfront Public realm proposals from the King's Lynn Masterplan including at South Quay.	Baxter's Plain scheme to progress to delivery through NCC's STARS project (for completion 2028). South Quay - Medium-long term ambition.
Parking Provision	Incorporate appropriate provision for; -EV charging, - accessible parking spaces. - introducing residents-only parking in areas where residents identify parking issues. - Motorhome parking provision (potential locations include West Lynn and Port Area). -Increase Coach Parking provision for coaches at the new proposed Port and Timber Yard car park to support the improved tourism offer	Consider appropriate levels of these features at design stages of new parking provision.
Car Park Design	-Consider improvements to St James MSCP. -Consider adding Solar Car Ports	Business operations to develop business case for improvements.

	- Formalise parking spaces at unmarked car parks to maximised use for short term parking. - consider increasing the size of some individual parking spaces to accommodate larger vehicles. - consider locations for ANPR and barrier-controlled parking.	
Parking Charges & Permits	-Consider Increase to parking charges to align with increased inflation. -Introduce seasonal / smart tariffs; smart tariffs could help manage parking demand, with pricing of car parks linked to expected demand. Monitoring would be needed to respond to any subsequent change in demand. -Cheaper Sunday car park charges; to encourage visitors on Sundays and help redistribute some weekend parking demand. - Introduce more flexible parking permits; re-evaluation of short and long-term parking to help optimise existing car park usage, particularly in the event of future changes to overall car parking capacity - ANPR barrier control parking at applicable sites with associated fee structure.	Business Operations to progress review.
Mode Shift	-Demand Responsive Transport (DRT) Scheme(s) -Introduce local bike hire scheme - would provide an alternative way of travelling supporting mode shift and active travel. -Promote Liftshare schemes for local employers. -Establish mobility hubs in King's Lynn as recommended in KLTS	Borough Council to work in partnership with Norfolk County Council to progress these opportunities
Signage/Monitoring	Audit the existing signage provision and add or replace any signs required. Consider upgrades to counting systems and provision of live information on an app and / or on the VMS signage.	Business Operations to progress review.

King’s Lynn Masterplan

Appendix

November 2026

BDP.

Built Original.

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1. Opportunity sites

This section provides further detail on the quantum, form and layout of development at seven of the opportunity sites identified within the Masterplan.

Boal Quay

Indicative plan

- Residential - Houses
- Residential - Flats
- Residential - Flats: Walk-Up
- Fishmonger & Cafe/ Restaurant (single storey building)
- Workshops, Labs & Storage (single storey building) for maritime industries
- Workshops, Labs & Storage with 1st floor office space (two storey building) for maritime industries



Boal Quay - Indicative Plan

0 20 40 80m

A2 / 1:1000

Boal Quay

Indicative area schedule

Residential floorspace								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Unit mix**			**Total Units**
					1B2P (flats)	2B3P (flats)	3B4P (houses)	
Building A*	3	1,866	1,773	1,330	6		9	**15**
Building B	3	1,866	1,773	1,330	6		9	**15**
Building C	3	1,866	1,773	1,330	6		9	**15**
Building D	3	1,866	1,773	1,330	6		9	**15**
Building E	3	870	827	620	6	4		**10**
Building F	3	528	502	376	6			**6**
Building G	3	951	903	678	6		3	**9**
Building H	3	951	903	678	6		3	**9**
Building I	3	705	670	502	3		3	**6**
Building J	3	798	758	569	6		2	**8**
Building K	3	2,040	1,774	1,610	6		12	**18**
Building L	3	1,250	1,070	957	6		6	**12**
Building M	3	1,250	1,070	957	6		6	**12**
	Total	**16,807**	**15,568**	**12,264**	**74**	**5**	**71**	**150**

*To note, this scheme requires a small alteration to a portion of flood defence, where it forms a low wall around the existing car park. If the flood defence was to be left as existing, Building A and B would not be brought forward, which would result in a loss of 11 homes.

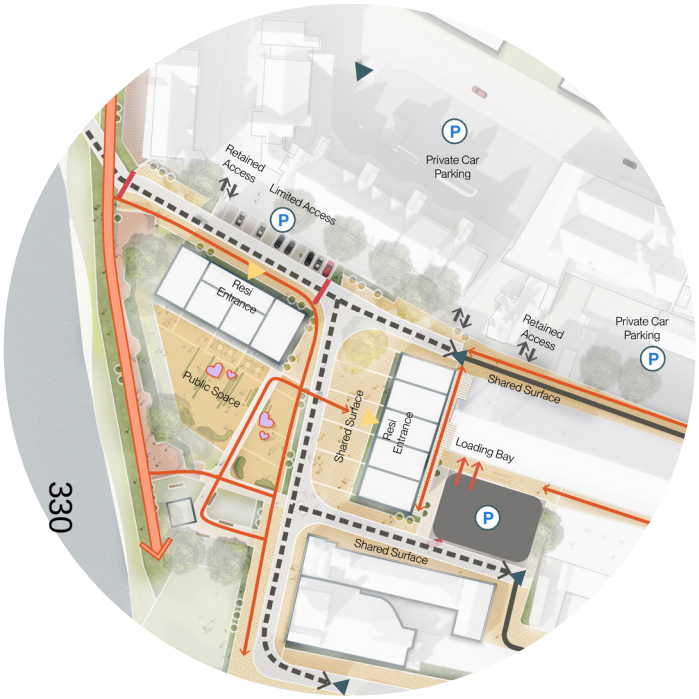
Buildings K, L and M are partially within Flood Zone 3A. The viability of this development would need to be assessed following input from a civils engineer.

Non-residential floorspace		
Building	**No. of floors**	**GEA (sqm)**
Maritime Industries	1	840
	Total	**840**

Landscaping and public realm	
Public realm	39,200
Parking spaces	9 car parking spaces for maritime industries, and 7 for resident or public parking

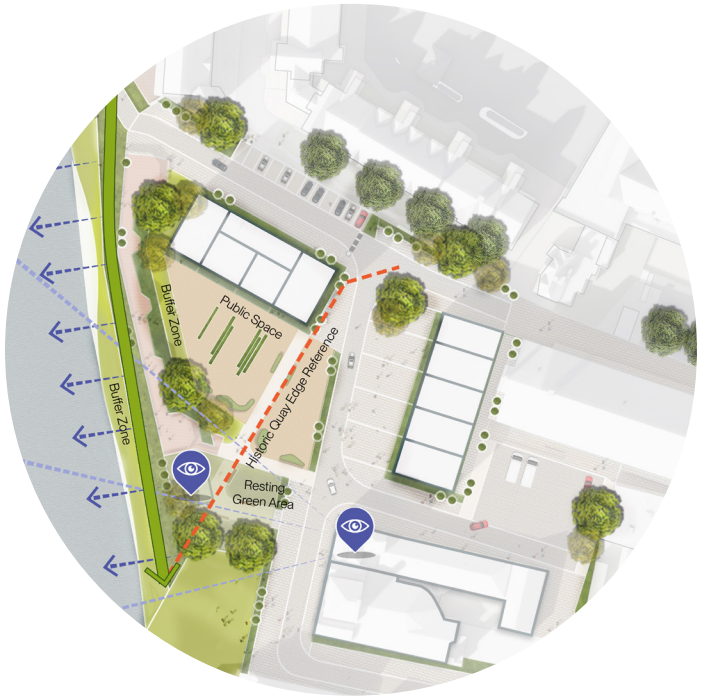
Common Staithe Quay

Access and Movement



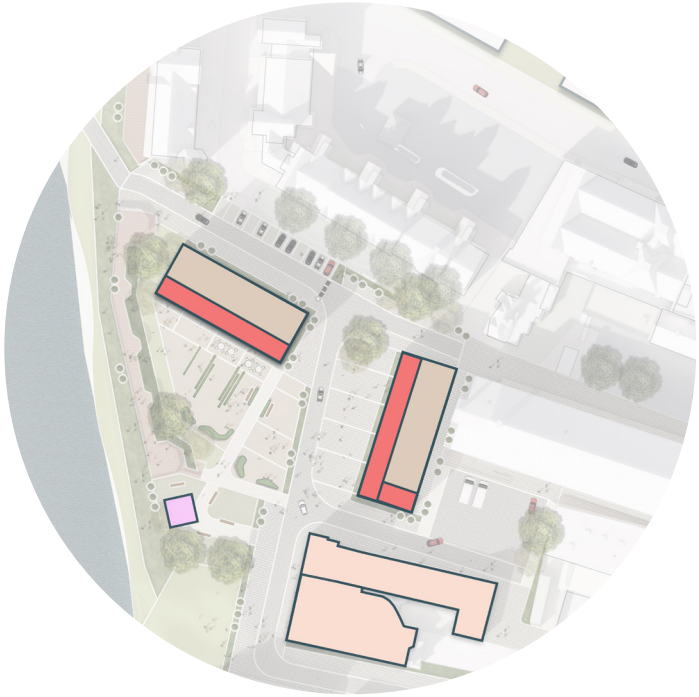
- Shared Surface
- Footway
- Service Road
- Riverside Walk
- Car Parking
- Limited Access
- Existing Vehicular Access
- Proposed Vehicular Route
- Key Pedestrian Connections
- Pedestrian Access
- Car Access

Green and Open Spaces



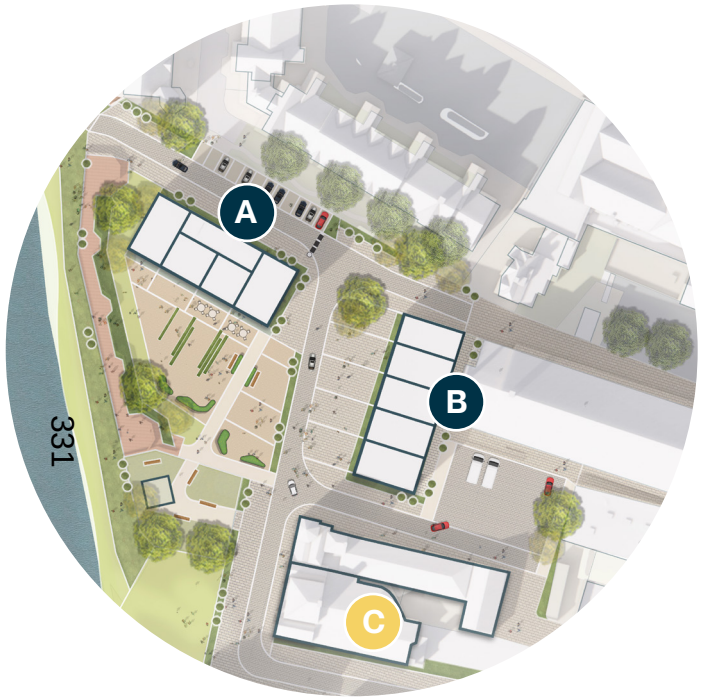
- Main Green Areas
- Buffer Zone
- Green Route
- Public Surface
- Existing Tree
- Proposed Tree
- Historic Quay Edge Reference
- Key Views

Uses



- Active Ground
- Residential
- Public Art
- Adaptive Re-use of Heritage Asset

Layout



Ground Floor

Building A: Cafe / Restaurant

Building B: Workshops with retail

Building C: Activation of Heritage
Potential use of part of the Baths building: for an appropriate use.



L1

Building A: Residential

Building B: Residential



L2

Building A: Residential

Indicative area schedule

Residential floorspace (flats)							
Building	**No. of Floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Unit mix**		**Total Units**
					1B2P	2B3P	
Building A	2	730	694	520	4	4	**8**
Building B	1	385	366	274	1	3	**4**
	Total	1,115	1,059	794	5	7	**12**

Non-residential floorspace				
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**
Building A (Cafe/ Restaurant)	1	365	347	260
Building B (Retail/ Workshops)	1	385	366	274
	Total	**750**	**713**	**534**

Landscaping and public realm	
Public realm	4,250 sqm
Parking spaces	12

St James' Swimming Pool

Access and Movement



- Footway
- Service Road
- Car Parking
- Key Pedestrian Connections
- Car Access
- Pedestrian Access

Green- Open Spaces



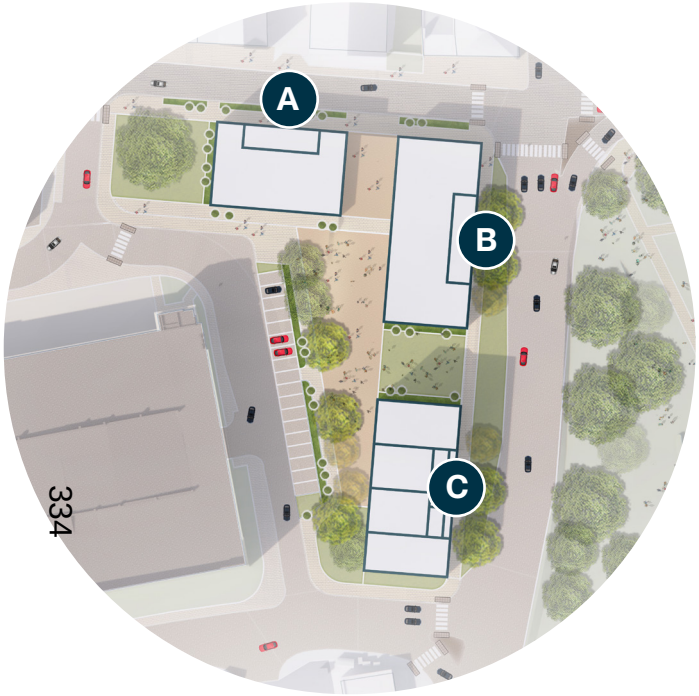
- Main Green Areas
- Tree Pots/Small Green Areas
- Public Surface
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis

Uses



- Active Ground
- Residential

Layout



Ground Floor

Building A: Healthcare

Building B: Healthcare

Building C: Residential



L1-L2-L3

Building A: Residential

Building B: Residential

Building C: Residential



L4

Building C: Residential

5 St James' Swimming Pool

Alternative Option

Access and Movement



- Footway
- Service Road
- Car Parking
- Key Pedestrian Connections
- Car Access
- Pedestrian Access

Green- Open Spaces



- Main Green Areas
- Tree Pots/Small Green Areas
- Public Surface
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis

Uses

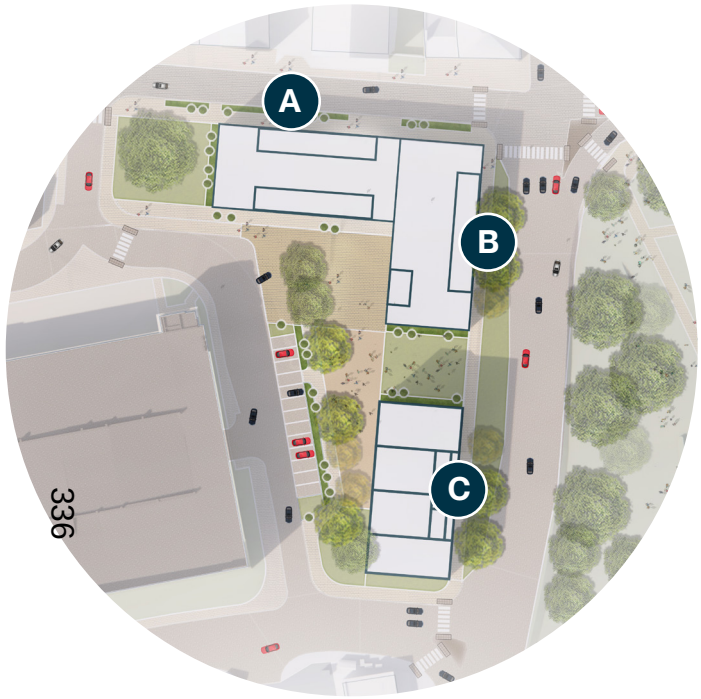


- Hotel
- Residential

5 St James' Swimming Pool

Alternative Option

Layout





Ground Floor L1-L2-L3

Building A: Hotel

Building B: Hotel

Building C: Residential

L4

Building C: Residential

Indicative area schedule

Residential floorspace (flats)								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**			**Total Units**
					1B2P	2B3P	3B4P	
Building A	3	1200	1,140	855	6	6	1	**13**
Building B	3	1710	1,625	1,218	8	9	1	**18**
Building C	5	2600	2,470	1,853	13	13	2	**28**
	Total	5510	5,235	3,926	27	28	4	**59**

Non-residential floorspace				
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**
Building A (Health and well-being)	1	400	380	285
Building B (Health and well-being)	1	570	542	406
	Total	**970**	**922**	**691**

Landscaping and public realm	
Public realm	2,100 sqm
Parking spaces	17

Alternative Option

Residential floorspace (flats)								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**			**Total Units**
					1B2P	2B3P	3B4P	
Building C	5	2,600	2,470	1,853	13	13	2	**28**
	Total	2,600	2,470	1,853	13	13	2	**28**

Non-residential floorspace				
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**
Building A (Hotel)	4	2,240	2,128	1,596
Building B (Hotel)	4	2,280	2,166	1,625
	Total	**4,520**	**4,294**	**3,221**

Landscaping and public realm	
Public realm	2,100 sqm
Parking spaces	17

Former Debenhams

Access and Movement



- Shared Surface
- Footway
- Service Road
- High Street
- Key Pedestrian Connections
- Pedestrian Access

Green and Open Spaces



- Main Green Areas
- Tree Pots/Small Green Areas
- Public Surface
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis

Uses



- Active Ground Floor Frontage
- Residential

Layout



Ground Floor

Building A: Commercial

Building B: Residential



L1 - L2

Building A: Residential

Building B: Residential

Indicative area schedule

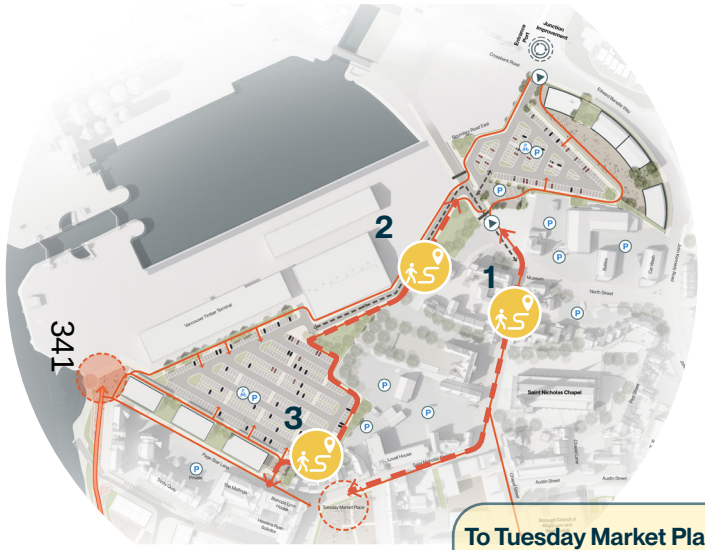
Residential floorspace (flats)								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**			**Total Units**
					1B2P	2B3P	3B4P	
Building A	2	2800	2,660	1,995	14	14	2	**30**
Building B	3	3,600	3,420	2,565	18	19	3	**40**
	Total	6,400	6,080	4,560	32	33	5	**70**

Non-residential floorspace				
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**
Building A- Office/ Workshops	1	1.400	1.330	998
	Total	**1,400**	**1,330**	**998**

Landscaping and public realm	
Public realm	1,000 sqm
Parking spaces	0

Port Area and Timber Yard

Access and Movement



To Tuesday Market Place

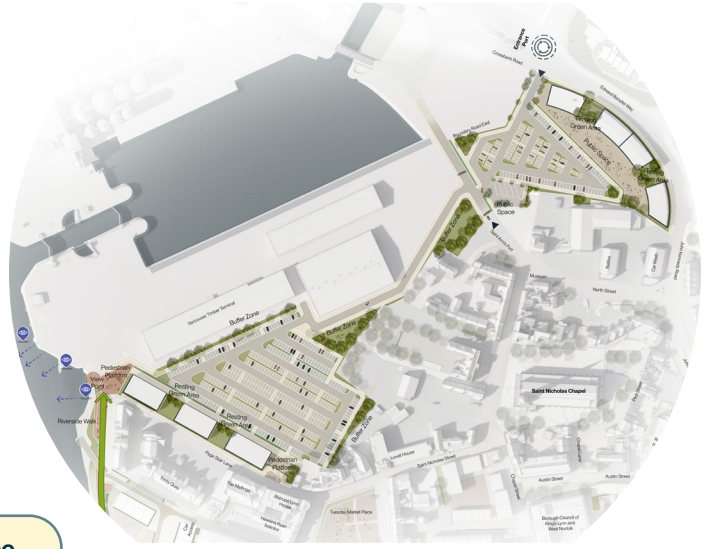
1. 4 min walking distance

2. 5 min walking distance

3. 1 min walking distance

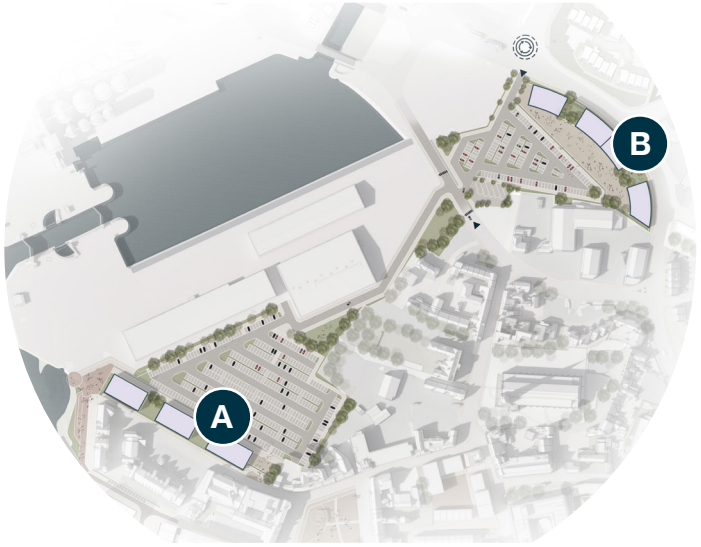
- Footway
- Service Road
- Riverside Walk
- Existing Pedestrian Nodes
- Enhanced Pedestrian Nodes
- Limited Access - User of the Port and New Development
- Key Pedestrian Connections
- Car Access
- Junction Improvement

Green- Open Spaces



- Green Area
- Tree Pots/Small Green Areas
- Public Surface
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis
- Key Views

Uses



- Business, innovation or creative uses

Indicative area schedule

Non-residential floorspace				
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**
Building Group A	1	1,470	1,397	1,047
Building Group B	1	1,700	1,615	1,211
	Total	**3,170**	**3,012**	**2,259**

Landscaping and public realm	
Public realm	12,150 sqm
Parking spaces	517 + 4 indicative coach and/or motorhome parking spaces

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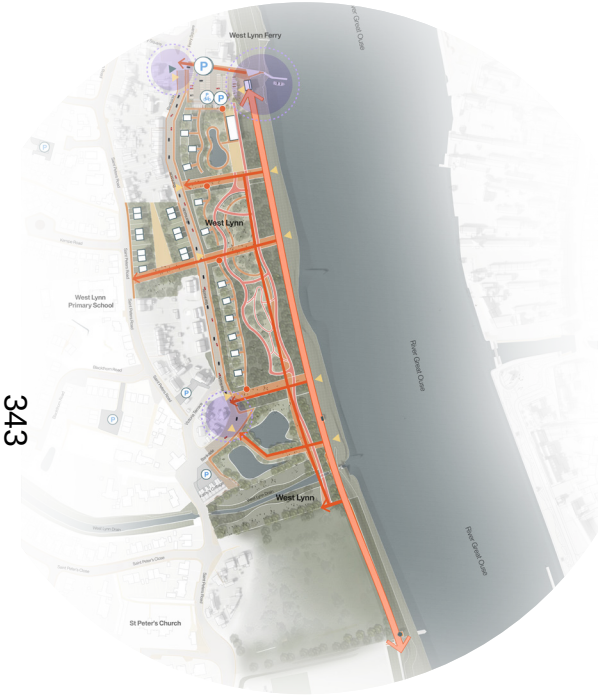
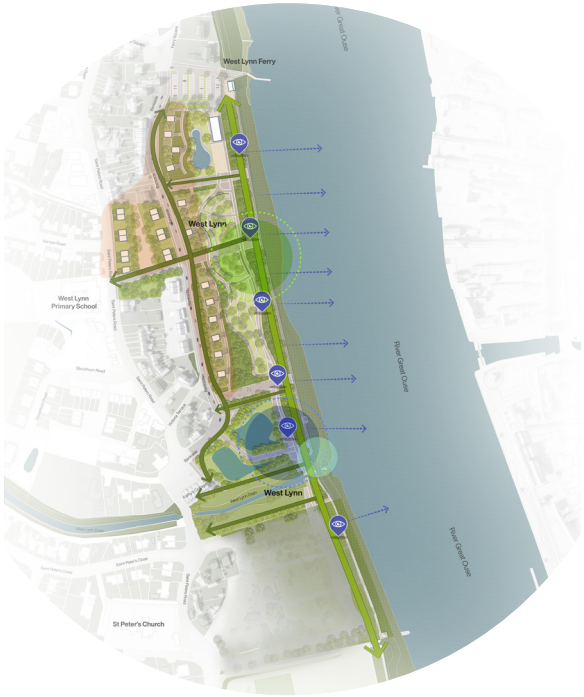
West Lynn

Access and Movement



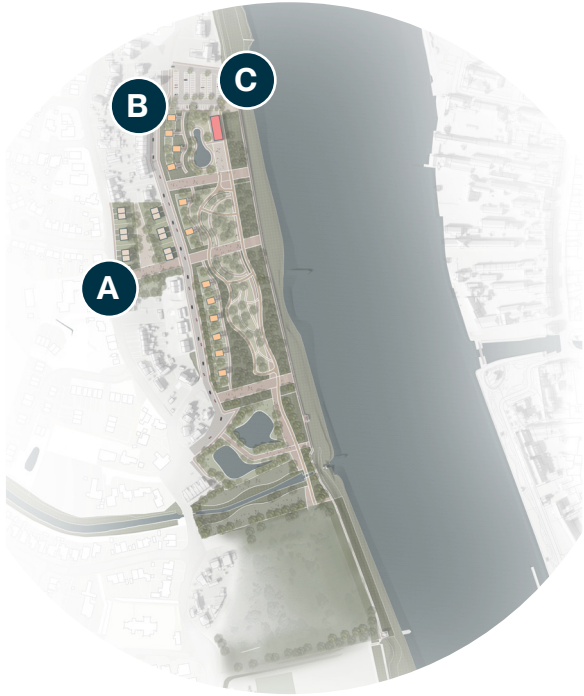
- Footway
- Service Road
- Town Park/ Riverside Walk
- Cycle Trails
- Entrance to the Site
- Limited Access
- Key Pedestrian Connections
- Car Access
- Pedestrian Access

Green- Open Spaces



- Green/Grass
- Buffer
- Park
- Sport Pitch
- Garden/Houses
- Lake/Pond
- Private Area
- Public Surface
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis
- Key Views
- Green / Resting Area
- Water-Sports Area
- Sport Area

Uses



- Residential
- Tourism Accomadation/ Tree House
- Commercial

Indicative area schedule

Residential floorspace (2-storey houses)								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**			**Total Units**
					1B2P	2B3P	3B4P	
Building A	2	1,300	1,235	926	6	6	1	**13**

Non-residential floorspace					
Use	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**
Building C - Commercial	1	265	252	189	
Building B - Self-catering accommodation	1 (elevated)	600	570	428	12
	Total	865	822	617	

Landscape and public realm	
Open space	42,850 sqm
Parking spaces	83

Land North of Wisbech Road

Access and Movement



- Footway
- Service Road
- Public Space
- Key Pedestrian Connections
- Pedestrian Access
- Car Access
- Cycle Parking
- Public Car Parking Area
- Bus Stop

Green- Open Spaces



- Green/Grass
- Buffer
- Park
- Community Green/Garden
- River
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis

Uses



- Residential/Townhouses
- Residetinal/ Flats - Walk-Up

Indicative area schedule

Residential floorspace								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**			**Total Units**
					1B2P	2B3P	3B4P	
Townhouses	3	5,016	4,765	3,574	-	-	38	**38**
Flats - Walk-Up	3	1,188	1,129	846	18	-	-	**18**
	Total	6,204	5,894	4,420	18	-	38	**56**

Landscape and public realm	
Open space	4,100 sqm
Parking spaces	89

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Church Street Car Park

Access and Movement



- Footway
- Service Road
- One -Way Route
- On-street parking
- Key Pedestrian Connections
- Car Access
- Pedestrian Access
- Car Parking Areas
- Cycle Parking

Green- Open Spaces



- Main Green Areas
- Public Surface
- Existing Tree
- Proposed Tree
- Green Continuity/ Main Green Axis

Uses



- Residential/Houses
- Residential/Flats
- Residential/Flats - Walk-Up

Indicative area schedule

Residential floorspace								
Building	**No. of floors**	**GEA (sqm)**	**GIA (sqm)**	**NIA (sqm)**	**Units**			**Total Units**
					1B2P	2B3P	3B4P	
Townhouses	3	2,880	2,736	2,052	-	-	20	**20**
Flats - Building A	4	1,200	1,140	855	6	6	1	**13**
Flats- Building B	4	960	912	684	4	5	-	**9**
Flats- Building C	4	1,460	1,387	1,040	7	7	1	**15**
Flats - Walk-Up	3	900	855	641	15	-	-	**15**
Total		7,400	7,030	5,150	**32**	**18**	**22**	**72**

Landscape and public realm	
Open space	2,600 sqm
Parking spaces	28 - For residential use only , with the potential for further on-street parking for residential or public use

2. Car parking schedule

This section sets out the quantum of car parking within the town at each delivery phase of the Illustrative Masterplan.

Car Park	Existing no. spaces	Short-term delivery	Medium-term delivery	Long-term delivery
Masterplan sites				
Riverfront	70	70	30	30
Boal Quay	357	0	0	0
Common Staithe Quay	154	154	0	0
St James' Swimming Pool	33	17	17	17
St James' Court (behind Debenhams)	61	0	0	0
Port Area and Timber Yard	0	384	517	517
West Lynn	30	30	83	83
Land North of Wisbech Road	0	89	89	89
Church Street Car Park	249	249	249	0
Chapel Street	83	83	0	0
Austin Street East	126	68	68	68
Baker Lane	90	90	50	50
Old Market Street	8	8	0	0
Tuesday Market Place	224	224	25	25
Saturday Market Place	32	32	15	15
Juniper, Austin and Albert Street	295	295	295	0
Existing projects				
Enterprise Zone Active Travel Hub	0	43	236	236
Retained car parks				
Lidl	71	71	71	71
Vancouver Quarter	411	411	411	411
Railway Station	722	722	722	722
Morrisons Deck	0	100	100	100
St James' Multi-Storey	684	684	684	684
Surrey Street	40	40	40	40
The Walks	30	30	30	30
Total	**3770**	**3894**	**3732**	**3188**
Total Change		**+124**	**-38**	**-582**

0636

1. **Short-term**: the Illustrative Masterplan shows an increase in car parking due to the delivery of new interceptor car parks in advance of redevelopment of town centre car park sites (despite the loss of 357 spaces at Boal Quay).

2. **Medium-term:** the loss and gain of spaces roughly 'breaks even' as town centre sites are delivered.

3. **Long-term:** there is a greater reduction as the full aspiration of the Masterplan is delivered including development on Church Street, Juniper, Austin and Albert Street car parks. This is aligned with wider policy direction which supports modal shift, and should be subject to monitoring and review as delivery of the Masterplan progresses.

The table considers car parking spaces for public use only; not those anticipated to be used by residents (such as at Common Staithe Quay, St James' Street Kwik Fit and Church Street Car Park).

Cells are highlighted once there is a change from the existing number of spaces.

These figures are indicative only and are based on the early concepts developed for the masterplan. Each site and therefore the parking provision will be subject to many variables and further detailed design as sites come forward. Parking provision across the town will also be influenced by parking and travel trends over the 20 year period of the masterplan, in association with the King's Lynn Parking Strategy taking a monitor and review approach. It is important to note that the masterplan and the table opposite do not themselves authorise changes to parking provision, individual redevelopment schemes or parking charges.



KING'S LYNN MASTERPLAN

Public Consultation 8 Dec 2025 – 16 Jan 2026

RESPONSES REPORT

Borough Council of
King's Lynn &
West Norfolk

King's Lynn Masterplan Consultation Process and Consultees

Throughout the masterplan project there have been regular Project Working Groups with Borough Council Planning Policy, Development Management, Conservation, Property and Housing as well as Transport Officers from Norfolk County Council.

The Project Team also had meetings with the Borough Council Public Open Spaces Team, Operations team, Waste and Recycling, Arboricultural and Ecology Officers regarding the masterplan and specifically the Riverfront Public Realm proposals.

Alongside Officer briefings and updates there have also been regular updates to Borough Council Regeneration & Development Panel, King's Lynn Area Committee and Member briefings.



A full list of consultees include:

Borough Council of King's Lynn & West Norfolk

- Planning Policy
- Planning Development Management
- Conservation
- Ecology
- Arboricultural
- Housing
- Corporate Projects
- Tourism
- Cultural Officer
- Operations & Commercial
- Public Open Space
- Environmental Health – Air quality, Emergency Planning, Flood and Water Management
- Property
- Transformation and Change
- Communications
- Community Safety and Neighbourhood Nuisance
- Alive West Norfolk
- Regeneration and Economic Development
- Waste and Recycling

Norfolk County Council

- Transport Planning
- Active Travel
- Highways Infrastructure
- Property
- Communities and Customer Service
- Local Nature Recovery Strategy (LNRS)
- Lead Local Flood Authority (LLFA)

Other Organisations

- Historic England
- Environment Agency
- Natural England
- King's Lynn Conservancy Board
- Eastern Inshore Fisheries and Conservation Authority (IFCA)
- Lynn Shellfish
- Landowners
- Vancouver Quarter
- Homes England
- Arts Council
- National Lottery
- Architectural Heritage Fund
- Kings Foundation
- Freebridge
- King's Lynn Civic Society
- King's Lynn Preservation Trust
- Discover King's Lynn (BID)
- The Queen Elizabeth Hospital
- College of West Anglia
- KLWNBUG
- Map Young People
- King's Lynn Minster
- Norfolk Constabulary
- Norfolk Fire Service
- National Rail
- Caravan and Motorhome Club
- Other Local Residents, Groups and Businesses

Where a formal letter of response has been provided by external organisations these have been included in Appendix 1

Summary of the Consultation in Dec 2025/Jan 2026

The first public consultation ran from **8 December 2025 until 16 January 2026**. Following initial input from stakeholders and community groups across the town, feedback was sought on:

- Six Masterplan strategies guiding the location and characteristics of potential new development, and improvements to transport, access, public realm, heritage interpretation and natural environments across the town.

- Regeneration at six opportunity areas - the former Debenhams, St James Swimming Pool, Common Staithe Quay, Church Street, the Port and Timber Yard area, and West Lynn (former Del Monte and dredging sites).

- Design proposals for the riverfront, taking into account previous comments on the design for Devil's Alley which has been reviewed with the community and other stakeholders.

- Design proposals for mixed-use development at Boal Quay.





Engagement Activity

Online

An online questionnaire was available alongside the Exhibition Boards from in person drop-in events outlining the key elements of the developing masterplan (outlined above).

We hosted a live Teams Launch Event at 6pm on Monday 8 December which was then available to watch back online.

In-Person Workshops (Prior to public consultation period)

Masterplan Workshop with Local Stakeholders – 18 November
Riverfront Workshop with Local Stakeholders – 18 November
Neighbourhood Board and CWA Students Workshop – 28 November

Public Drop-ins

Including paper copies of the questionnaire

Friday 12 December	11am–5pm	Events Trailer, Tuesday Market Place
Tuesday 16 December	3pm–6pm	Events Trailer, Tuesday Market Place
Tuesday 6 January	2pm–6pm	Corn Exchange Foyer
Saturday 10 January	11am–5pm	Corn Exchange Foyer
Tuesday 13 January	11am–2pm	Corn Exchange Foyer
Friday 16 January	2pm–5pm	Corn Exchange Foyer



Summary of the Consultation in Dec 2025/Jan 2026

The King's Lynn Masterplan consultation sought feedback on the draft masterplan for the future development of King's Lynn over the next 20 years.

Questionnaire responses

40
responses

Direct comments via letter and email

6
letters/ emails

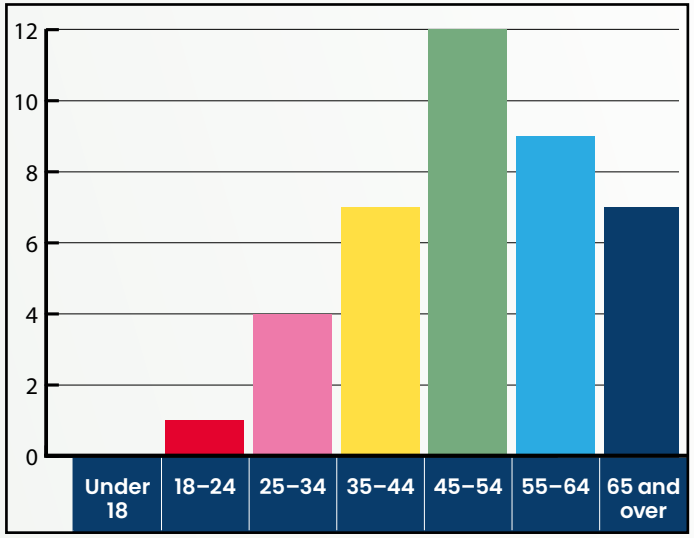
(including two resident letters, statutory consultees and interest groups including Historic England and the Civic Society)

In-person engagement events

6
public drop-in sessions

3
workshops (prior to consultation period)

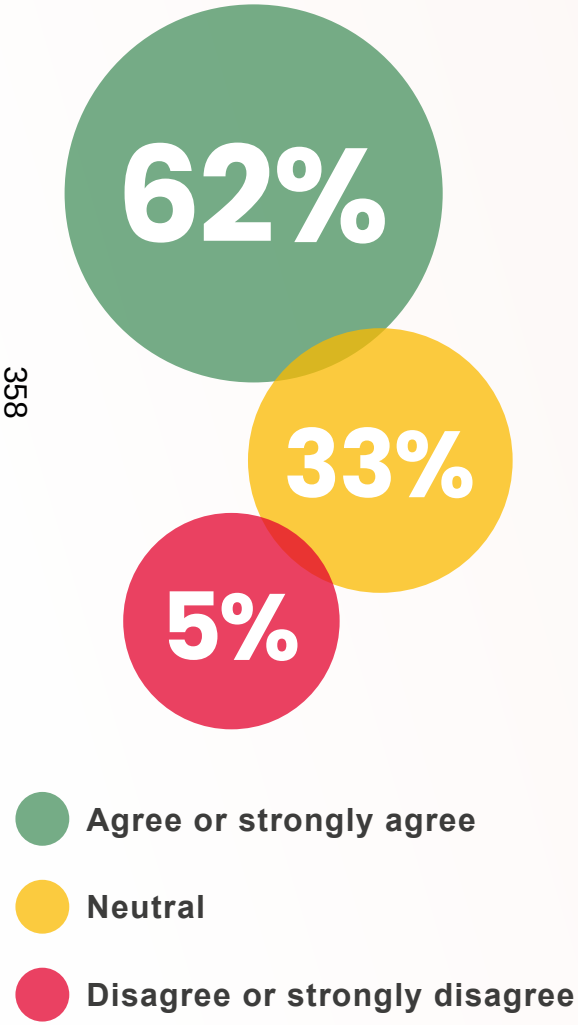
Approx
150+
attendees



Approximate age profile across the surveys

Engagement Summary

Do you agree with the key steps to deliver the Masterplan?



Residential, commercial and creative land uses – 68% of responses agreed with the proposed strategy to deliver new residential, commercial and creative land uses across the town while 14% disagreed.

Key Historic and Cultural Spaces – 80% of responses agreed with the key historic and cultural spaces identified while 5% disagreed.

Interventions to harness history and culture – 73% of responses agreed with the key principles for future interventions to harness history and culture while 5% disagreed

Rationalisation and relocation of car parking to improve historic spaces – 62% of responses agreed with the proposed rationalisation and relocation of car parking to improve historic spaces while 17% disagreed.

Improvements to active travel and public transport – 62% of responses agreed with proposed improvements to active travel and public transport while 8% disagreed.

Additional greening and landscaping – 77% of responses agreed with the areas identified for additional greening and landscaping while 8% disagreed.

New built form and public realm – 54% of responses agreed with the key principles for new built form and public realm while 5% disagreed.

Opportunity Sites

45% agreed with the design brief for St James Swimming Pool (20% disagreed).

77% agreed with the design brief for Former Debenhams (5% disagreed).

74% agreed with the design brief for The Port Area (14% disagreed).

65% agreed with the design brief for Common Staithe Quay (5% disagreed).

65% agreed with the design brief for Boal Quay (11% disagreed).

68% agreed with the design brief for West Lynn (0% disagreed)

Engagement Comments: Brief Summary

Priorities for our town

- Support for redevelopment and reuse of vacant buildings i.e. Former Debenhams
- Desire for a vibrant, attractive town centre that appeals to residents and visitors
- Better cycle paths and safe cycling routes, but not as replacement for all travel needs
- Strong demand for more affordable housing, including flats and residential development on brownfield sites
- Support for heritage-sensitive landscaping, greening, and creating inviting public spaces
- Calls for a holistic, long-term strategy rather than isolated, short-term projects
- Need for attractive, coherent, thoughtful, and future-proofed development

Ideas for projects or activities

- Appearance, Heritage and Identity
- Protect and restore historic buildings
- Re-engagement with potential solutions for Southgates
- Bring derelict buildings back into active use (Debenhams and the old Post Office)
- Protect the town's heritage and character
- Quick, visible improvements to build public confidence

Supporting Local Business

- Encourage businesses back into the town centre and create reasons for people to linger
- Support for independent shops, and filling vacant units

Transport

- Protect and improve bus services, especially for elderly and low-income residents.
- Better evening transport to support nightlife and access from villages
- Mixed views on car use and pedestrianisation in the town centre
- Concern about losing long-term car parks without alternatives
- Cycle paths and parking and repair hubs
- Riverfront as a destination alongside measures to support the ferry

Green Spaces and Public Realm

- More green space, trees, planting and biodiversity
- Requests for a children's playground and riverside park
- Support for outdoor seating, cafés, and attractive public space

Understanding Consultation Responses

Public consultations are designed to gather views and feedback from interested residents, businesses and stakeholders.
For consultations promoted through standard council communication channels, response rates of 1-2% are generally considered very strong.

Borough-wide consultations run by the Council typically receive between 200 and 300 responses. In the unparished area of King's Lynn, there are approximately 28,665 registered electors living across 19,673 residential properties.

It is important to note that a public consultation is not a vote. The purpose of a consultation is to understand a range of views, opinions and evidence that can help inform decision-making.

Facebook Engagement on Masterplan Posts

360

1st December 2025 – 12.9K views, 36 interactions and 22 link clicks

8th December 2025 – 24.6K views, 81 interactions and 94 link clicks

5th January 2025 – 7.2K views, 17 interactions and 26 link clicks

1) Please rate these priorities for how important they are to you

Town Centre Revitalisation:			
Answer Choices		**Response Percent**	**Response Total**
1	Very important	67.50%	27
2	Important	27.50%	11
3	Not so important	2.50%	1
4	Not at all important	2.50%	1

Neighbourhoods and Affordable Housing:			
Answer Choices		**Response Percent**	**Response Total**
1	Very important	40.00%	16
2	Important	50.00%	20
3	Not so important	7.50%	3
4	Not at all important	2.50%	1

Employment and Skills:

Answer Choices			Response Percent	Response Total
1	Very important		37.50%	15
2	Important		50.00%	20
3	Not so important		10.00%	4
4	Not at all important		2.50%	1

362

Health and Wellbeing Infrastructure:

Answer Choices			Response Percent	Response Total
1	Very important		50.00%	20
2	Important		40.00%	16
3	Not so important		10.00%	4
4	Not at all important		0.00%	0

Transport and Connectivity:

Answer Choices		Response Percent	Response Total
1	Very important	62.50%	25
2	Important	27.50%	11
3	Not so important	10.00%	4
4	Not at all important	0.00%	0

363

Safer Streets:

Answer Choices		Response Percent	Response Total
1	Very important	60.00%	24
2	Important	30.00%	12
3	Not so important	10.00%	4
4	Not at all important	0.00%	0

Education and Youth Engagement:

Answer Choices			Response Percent	Response Total
1	Very important		32.50%	13
2	Important		42.50%	17
3	Not so important		22.50%	9
4	Not at all important		2.50%	1

364

Community Capacity Building:

Answer Choices			Response Percent	Response Total
1	Very important		17.50%	7
2	Important		47.50%	19
3	Not so important		32.50%	13
4	Not at all important		2.50%	1

2) Please use this space to add any further comments.

1	Redevelop the old Debenhams store as low rental accommodation. This would also work for other empty shops and buildings.
2	Any future buildings MUST be sympathetic architecture. Modern is ok but generally we need to see better building quality and stop with the very 1960s style bland exteriors. Please make this a priority. Lynn's historic quarter is one of the most beautiful towns, and this is the kind of architecture we need - aesthetically pleasing and well crafted.
3	We just need double the size of the town or to start connecting/ growing the villages in the area. As there is not much round here. We need a few more direct trains to Peterborough and Norwich to. We need more affordable housing like another block of flats built. The government are building in Kent and Manchester but not Norfolk as much as this upsets me.
4	Invest in more roads. A road similar to the North Circular is desperately needed with all the new homes being built. No one can cycle everywhere!!
5	I think young adults need something to do that they will engage in/be interested in. A retro arcade centre/VR arcade for example would be brilliant for the old Debenhams building. We need better clothing shops in the town centre, no more vape shops please!
6	Delighted to see you are proposing to remove the awful car park from Tuesday Market Place. It would be wonderful to reclaim this space as "a vibrant common ground for celebrating, performing, resting, and gathering." I also love the proposal to improve the area with heritage-sensitive greening and landscaping. It should be the beautiful heart of the town, safe for pedestrians, particularly families, to stroll and enjoy café culture.
7	The town needs to be attractive both visually and by description for both the people who live here and vistors. Developments should be focused on this goal which would then ensure it is a nice place to live and for tourists to visit. If developments achieve this potential wealth opportunities would evolve which leads to opportunities for further development.
8	I think the three key areas to regenerate a d improve are: 1) Town center, especially the High Street near Debenhams 2) Riverside/Quay and Boal Quay area 3) Near the train and bus station. This includes the old post office and the area as round this.
9	Just to say that I support all the above initiatives which if fulfilled will make King's Lynn a thriving popular town.
10	I love to see all of the above take shape. Improvement in cycle paths & safe connectivity while cycle would be wonderful as I use my bike a lot. Safer streets for me as a female would be great too.
11	Street safety measures Drugs users or dealers awful smelt substances smokers " street drug Patrol dogs to consider to stop the drug crimes " train station platform,s car searches walking patrol dogs in car parks sniffing . Council areas to me indicate monitor possible drug dealers inhabitants. ..areas to live in safer .
12	Town Centre revitalisation must focus on the importance of managing the decline of retail yet still providing essential retail services and variety for town centre residents and visitors. New Conduit Street and Broad Street are not in keeping with the towns historic appeal and

2) Please use this space to add any further comments.

	detract from the charm and are okay for national retailers. If the town is to become a major tourist attraction provision there must areas on the character streets made available to smaller independent specialist retailers to add variety and choice to the retail mix. However to do this rent and rates have to be affordable small businesses are in decline and being crucified by higher operating costs. Ours is a rural economy and without viable alternative access we have to accommodate vehicles at an affordable price to avoid driving business to the edge of town large free parking retail parks.
13	There has to be a holistic approach to all of the above to ensure project are not developed in isolation or with no long term evolution considered. For instance, the town centre revitalisation should feed into public improvements and drive community capacity. One off improvements with no long term benefits (or ability to sustain over 5 years plus) should be avoided. Transport and connectivity should also be at the forefront of planning to avoid the current trends of centres surrounded by new housing developments without any community and / or neighbourhood services of their own - creating soulless developments reliant on car based transport.
14	I am concerned by the plans to develop the riverside and Church Street areas. I live in the streets between the river and the Minster, which is a dense residential area. There are already a number of businesses along the river front in this area (Marriotts Warehouse, No1 Bar and Kitchen, The Rathskeller) which create a lot of noise including live and/or amplified music late at night several nights a week all summer and for much of the rest of the year also. This is already too much for the area and means residents cannot enjoy their homes and gardens in peace, and there is no consideration given to shift workers (our town's key workers) living in the area who may be starting work early on Saturdays and Sundays and are being disturbed by late night noise on Fridays and Saturdays. At the other end of this area in question is the White Hart pub which has live amplified music every Friday evening which can be heard two streets away - this is at the end of Church Street which is also within the development area. Any plan to redevelop the river side and Church Street areas needs to take into account the needs of residents to enjoy their homes in peace - the Council should not be planning more commercial / entertainment premises in this densely populated residential area. Any development on brownfield sites here should be residential including affordable homes, or green spaces for everyone to enjoy.
15	It's hard to say that any of these are 'not important' as they are all key to a successful town centre. However, I would say that safer streets is less high priority - I think we have a v safe town. Anti-social behaviour is a symptom of other issues and they need to be sorted to solve this issue
16	The overall plan is good, I have concerns about the community use and whether the groups would need to keep the buildings in good repair.
17	I assume you want feedback from a personal rather than an overall altruistic point of view. I am retired and the younger members of my family do not live here so while overall all these things are important to the community as a whole, what is above is importance as they affect me personally.
18	All of these things are of course important for a town. Frustrating, should it not be taken for granted that all these things should be invested in?

2) Please use this space to add any further comments.	
19	I strongly believe that all the priorities are equally important and should underline and inform all future development in the town. They are all essential elements of a thriving community. You could to the these the need to integrate and respect nature and biodiversity as far as practically possible in an urban context.
20	Target residents in King's Lynn and wider area on what's on in King's Lynn on social media.

Summary and Key Themes

Redevelopment & Use of Empty Buildings

Strong support for converting the old Debenhams store—and other vacant shops—into low-rental or affordable housing.

Some also suggest alternative leisure entertainment and cultural uses such as a retro arcade or VR centre to give young adults something engaging to do.

Architecture & Urban Character

A clear desire for sympathetic, high-quality architecture that respects King's Lynn's historic character.

Concern about bland, 1960s-style buildings; preference for aesthetically pleasing, well-crafted designs.

Support for removing the Tuesday Market Place car park and replacing it with a beautiful, pedestrian-friendly public space.

Town Centre Regeneration

Priority areas for improvement:

- Town centre/High Street near Debenhams
- Riverside, South Quay, and Boal Quay
- Train and bus station area, including the old post office

Desire for a vibrant, attractive town centre that appeals to residents and visitors.

Need for a balanced retail mix, with more independent shops and fewer vape shops.

Concerns about high rents and rates pushing out small businesses.

Transport, Roads & Connectivity

Calls for:

- More direct train services to Peterborough and Norwich.
- Investment in new roads, potentially a ring-road similar to the North Circular.
- Better cycle paths and safe cycling routes, though some emphasise that cycling cannot replace all travel needs.
- Avoiding new housing developments that lack local services, creating car-dependent “soulless” estates.

Housing & Growth

Strong demand for more affordable housing, including flats and residential development on brownfield sites.

Some feel the town needs to grow significantly or better connect with surrounding villages.

Public Realm & Green Spaces

Support for heritage-sensitive landscaping, greening, and creating inviting public spaces and to integrate and respect nature and biodiversity in an urban context.

Desire for more green areas rather than additional commercial venues in residential zones.

Safety & Community Wellbeing

Mixed views: some feel the town is already safe; others want:

- Better street safety, especially for women.
- Action on drug use and dealing, including patrols and enforcement.
- Emphasis on addressing root causes of anti-social behaviour.

Noise & Residential Impact

Some concern from residents near the riverfront and Church Street about late-night noise from bars and music venues.

Some opposition to adding more entertainment businesses in these densely populated residential areas.

Planning Approach

Calls for a holistic, long-term strategy rather than isolated, short-term projects.

Desire for developments that:

- Strengthen community capacity
- Support economic growth
- Maintain the town's heritage and identity

General Comments

Broad support for regeneration efforts overall.

Use social media to advertise events more.

Some frustration that these investments should be basic expectations, not optional extras.

Personal priorities vary, but most agree the town needs attractive, coherent, thoughtful, and future-proofed development.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.

1	general tidying around the town centre - keeping to consistent colour schemes for bins/signage etc, planting improvements, pavements. Finding a way to encourage businesses back into the town centre and encourage people to 'linger' to contribute to overall vitality.
2	Getting the town centre back to its former glory by reopening derelict buildings and creating new and exciting facilities within them. Which will in turn increase footfall and revenue for further development and expansion on future projects.
3	Protect the bus services as it is the way for the poor or elderly to get about.
4	Offline cycle path connecting town to villages such as gayton
5	With regards to the swimming pool move, please keep it in the town centre and please make it fun for families (look at Thetford pool). I believe the ideal site would be Austen Steet East, a large visually attractive building on this site would work very well in my opinion.
6	Carry on the with events we have maybe. And direct trains to Norwich and Peterborough please. Plenty of people I speak to say there isn't much in Lynn shops wise and we have to go all the way to Cambridge for anything. Thankyou.
7	More roads are needed. More car parks and they need to be free. No matter what the cycle brigade try and convince you at the council, car will always be King. You need to embrace this otherwise the town will die quicker than it is now.
8	You are getting so good at putting on activities to bring people in town, please keep it up. As I said, the old Debenhams building would make an amazing place of entertainment. Bowling/retro arcade/VR/ping pong/karaoke booths. Not a quick fix maybe?
9	The riverfront is a key asset and should be developed as a destination for locals and tourists. Remove parking and traffic from the area. Install huts that can be used as pop-up stalls for food & drink and local sellers, e.g. artwork and souvenirs.
10	The fewer cars in the centre of town the better. The more pedestrian and cycle friendly the streets the better. The more opportunities for sitting outside pubs, restaurants and cafés the better. The more green spaces - trees, flowers, lawns - the better. Please don't let the stuck-in-the-muds and car lobby stop you.
11	An example of looking to tge future and making the town attractive would be to have a project for charging and hiring electric cars close to the station. Tourists could arrive by train and then hire electric cars for holidays in Norfolk thus encouraging King's Lynn as the first place to visit for Norfolk holidays. Perhaps the land between the railway and The Walks with additional access next on Tennyson Road level crossing .
12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
13	As above.
14	Transport connection between villages and to Lynn is vital, and even where they exist they stop far too early. Even an evening trip to the cinema is often impossible from Heacham, and our service is better than most. The town centre is sad and uninspiring, despite the many historical buildings, and scary at night.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.

15	Better nightlife (and public transport to support this)
16	Working with NEET young people, we need much more of the kind of thing Boost offers. They do an amazing job but we need more of that. Young people need more very very small bite sized opportunities to give them a confidence boost and enable them to try out ideas which might give them a springboard to the future. Either in person or online, especially in areas like the leisure industry as Boost don't offer things like that very often. And in ICT for example. I have a young person who did a tech ed course in computer game design but doesn't know where to go with it now that has ended. Boost provide a great range of things but it still needs a wider range and things that occur more frequently. E.g. recently a Boost course was full and there is no opportunity on the horizon for that being re-run so my young people missed out. Additionally, in the education field, there is a gap for 18/19 year olds, I have discovered recently. Norfolk Adult Learning Construction Hub is a great model for what I have suggested above - their 6 week courses, once a week for 2-3 hours are the perfect level of commitment my young people can cope with. However they can only access that in the academic year they turn 19. Most of my young people have had adverse experiences of college, so will not return there for any sort of course, so there is a whole year where they could be getting on with something like an adult learning course, but can't. I have a young person in this category at the moment.
17	Just one on Safer Streets: active prohibition of cyclists, especially electric bikes through pedestrian areas in town.
18	As above
19	Build a second, reserve landing stage for the west lynn ferry on the west lynn side, so that it need never be out of service for so long again whilst awaiting structural repairs
20	Circle activity " bike work shop hubs to lean to fix bikes recircle bikes .. More bike holders lock up.safty Fairstead kings reach out side centre point shop centre. More plantation of trees .
21	More affordable long term car parking spaces, especially as most of the long term car parks are being suggested as development areas, where are people supposed to park? I use boal key or NCP and occasionally Common Staithe. Maybe a pedestrian Bridge over the river from West Lynn to town centre, with adequate parking areas in West Lynn, which would cut traffic going into town Access to new houses at Parkway and to King's Lynn Academy, from the direct from the Hardwick area, like was originally discussed
22	Biodiversity e.g. native species of planting.
23	To revitalise our shopping streets and help save retail businesses free carparking for the first hour during on quieter trading days of Monday to Thursday. Free car parking after 6pm all week to help the night time economy.
24	- Support for local independent businesses - Focus on rejuvenation of quayside space - Focus on South Lynn for potential public events - Reengagement with potential solutions for Southgates roundabout approach - Restoring heritage buildings and in and around London Road area.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.

25	Please consider creating a green space with trees and a children's playground, either on the river front, or Church Street, or both. There is a lack of green public space in this area. A park by the river would be an asset to everyone.
26	Sort out some of our worst eyesores - Sommerfeld & Thomas, Devil's Alley, the Kwikfit building, the old Post Office, the paving in the High Street, empty shops, bins left out in our heritage areas.
27	Why on earth wasn't the new library put in the old post office building. Put down shop rents in town centre
28	I believe constructing proper cycle routes will decrease vehicles use and encourage healthier lifestyles while bringing access directly into the Town Centre however, there needs to be careful consideration on design which help to keep cycle routes within the shopping centre area clearly defined so ensure the safety of pedestrians and cyclists. This means cycle routes need greater design than just being clearly marked but must have appropriate kerb edging and speed calming measures to combat those who decide not to cycle within the confines of the law and prevent accidently collisions between pedestrians and riders. Crossing points need to be installed to assist those with mobility or sight difficulties to cross the cycle routes safely. I would like to know how you intend to manage such cycle ways for inappropriate and dangerous cycling without the need for enforcement action which is clearly ineffective especially when the criminal justice system is designed to keep young people out of the criminal justice system. What work will also be carried out in relation to the current Traffic Regulation Order which currently prohibits vehicles and cycles from the town centre? With regards to all public open space, what measures are being introduced to keep people safe from unauthorised vehicles trying to enter these spaces and causing accidental or intentional harm?
29	The quick wins by repurposing empty buildings will immediately improve the presentation of the town
30	Consideration could be made to enforce a design standard for exterior signage etc. on existing public and commercial building to unify the look of the space. This could be done through existing planning or via commercial incentive of local taxation
31	Do not over cull car parking if we want to draw visitors to the town centre they will still need spaces to park
32	Main immediate priority must be to purchase the Post Office before it degrades further. There is little point on revitalising the area with the new library, when the Post Office is in it's current poor condition.
33	Town centre revitalisation - opportunities for empty shops to be filled and repurposed. Frontage of properties to be improved. Signage and building to be sympathetic to the heritage of the town and not succumb to neon signs and glossy bill boards.
34	General tidy-up - rubbish, badly placed signage that could be moved, general cleanliness - anything which is a quick-fix to make the town look more attractive to visitors - or potential new residents - on a first impression.
35	Do something with Debenhams. Start with something manageable that people in and visiting King's Lynn can grasp, that's practical, not a 20 year 'spatial vision' that no one will believe in. One imaginative development could impact all of the above priorities and build confidence in the community that the Council means business and wants to do things well for those who live in, work in and visit King's Lynn.

3) What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.	
36	Improve the current Wisbech/West Lynn road bridge across the river to make it safer for cyclists and pedestrians and connect with existing cycle routes/pedestrian pathways on both sides of the river.
37	As part of the proposed refurbishment of Custom House and quay area consider a more ambitious project to use the existing but unused dock, for example a floating building/echoing Captain Vancouver's vessel that could create an educational and community or exhibition space (all of these?) with references to the maritime heritage of the town but creating opportunities and a sense of 'exploration and adventure' for the future.

Summary and Key Themes

Town Centre Appearance, Heritage & Identity

Desire to protect and restore historic buildings, especially around London Road and the quayside.

Reengagement with potential solutions for Southgates roundabout area.

Concern that new developments should be sympathetic to the town's heritage and avoid cheap or inappropriate signage.

Strong desire for general tidying, better pavements, consistent colours for bins and signage, and improved planting.

Calls to clean up eyesores such as derelict buildings, Devil's Alley, Sommerfeld & Thomas, the old Post Office, the Kwikfit building and High Street paving.

Support for unified design standards for shopfronts and signage to protect the town's heritage and character.

Carry on the with popular town centre events we have now.

Emphasis on quick, visible improvements to build public confidence.

Revitalising Empty & Derelict Buildings

High priority on reopening and repurposing derelict buildings, especially Debenhams and the old Post Office.

Desire for practical, visible projects rather than long-term visions with no immediate impact.

Suggestions for Debenhams include entertainment facilities (bowling, VR, retro arcade, karaoke, ping pong).

Quayside & Riverside Development

Strong support for transforming the riverfront into a destination with:

- Pop-up huts for food, drink, and local makers
- Fewer cars and more pedestrian space
- Events and public activities

Some suggest South Lynn as an additional events location.

Suggestion of floating building in Purfleet Quay for an educational and community or exhibition space.

Supporting Local Businesses & Retail

Need to encourage businesses back into the town centre and create reasons for people to linger.

Support for independent shops, lower rents, and incentives to fill empty units.

Free or cheaper parking suggested to help retail survive, especially on quieter weekdays and after 6pm.

Transport, Connectivity & Access

Public Transport

Protect and improve bus services, especially for elderly and low-income residents.

Better evening transport to support nightlife and access from villages.

Requests for direct trains to Norwich and Peterborough.

Roads & Parking

Mixed views:

- Some want more roads and free parking, arguing cars are essential.
- Some want more free parking to support retail
- Others want fewer cars in the centre, more pedestrianisation, and safer cycling.
- Concern about losing long-term car parks without alternatives.
- Electric parking provision and potential for hire scheme close to the train station.

Cycling & Walking

Support for:

- Cycle paths linking villages (e.g., to Gayton)
- More cycle parking and repair hubs
- Better-designed cycle routes with kerbs, crossings, and safety measures
- Improvements the current Wisbech/West Lynn road bridge across the river to make it safer for cyclists and pedestrians

Concerns about dangerous cycling in pedestrian areas and how it will be managed.

River & Ferry

Suggestions include:

- A second ferry landing stage
- A pedestrian bridge from West Lynn
- Removing cars from the riverfront and creating a vibrant, pedestrian-friendly destination

Green Spaces & Public Realm

Strong desire for more green areas, trees, planting, and biodiversity.

Requests for a children's playground and riverside park.

Support for outdoor seating, café culture, and attractive public spaces.

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Swimming Pool & Leisure

Many want the swimming pool to remain in the town centre.

Suggestions for a family-friendly, visually attractive facility, with Austen Street East proposed as a good site.

Some propose turning the current St James Pool site into gardens or sculpture space to preserve sightlines.

Nightlife & Safety

Some describe town centre as sad and uninspiring, especially at night.

Calls for:

- Better nightlife
- Improved public transport to support evening activities
- Measures to improve safety, including managing e-bikes in pedestrian zones

Youth Support & Skills Development

Strong emphasis on expanding opportunities for NEET young people.

Praise for Boost but calls for:

- More frequent, varied, bite-sized courses/opportunities
- Opportunities in ICT, leisure, and creative industries
- Support for 18–19 year olds who fall into a gap between services (see Norfolk Adult Learning Construction Hub as a suggested model).

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

Answer Choices			Response Percent	Response Total
1	Strongly agree		23.68%	9
2	Agree		44.74%	17
3	Disagree		5.26%	2
4	Strongly disagree		7.89%	3
5	Don't know/unsure		18.42%	7

1	its important that the town centre has the right mix of uses that all function independently but also as a group. The masterplan should encourage retention useful community assets where these serve the most local people, moving these elsewhere would not necessarily serve the same community in the same way.
2	The town needs less closed up buildings and more opportunities for people to visit
3	Its the correct way to go
4	Removal of commercial (patricks) near the docks is a bad decision. The port has potential
5	More opportunities for the Boal Quay area would be good, especially for leisure, it would good to realise this. I believe Lynn would be an attractive location for a large gallery space (similar to the Tate Gallery in Margate) being on a direct train route to London.

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4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

6	I don't really understand the map.
7	We have enough homes and a lot of factories on the Hardwick are empty. Leave the green space alone.
8	It is good Kings Lynn is being invested in.
9	Revitalisation of disused/under-used land and buildings is essential.
10	The more residential spaces above street level retail you can create the better - gentle density is the way to create a thriving heart to the town - the more people who can walk from their homes to jobs and retail / leisure activities the better. The more people living in the heart of the town, the better for the businesses in the town. Look at developing good sized courtyard blocks with private central gardens and balconies - mixed use - with apartments for families of all ages, sizes and income levels - the more mixed the community the better - avoid zoning and ghettos.
11	The plan is very specific areas more emphasis is required on an overall approach. Also hypercrical comment regarding keeping town heritage as new library was built with no definitive plan for the old building. Why was it a good idea to close St James Medical in town and build a new centre well outside of town. Suggest one of the empty buildings in town should be a medical centre for town residents as so many flats being built there will be a lack of town GPs. Also St James swimming pool should change to a council owned gym / sports centre for town residents. The Park Run in The Walks is an example of how many people come to the town for fitness activities.
12	Yes
13	There is a clear vision and excellent ideas. I will be interested to see how this is delivered over the next 10 years or so. I also think here needs to be more focus on private investment and sport/lesiure.
14	Mostly agree. Tues Market Pl parking is important for evenings, visitors to the Corn Ex etc may not feel safe coming to and from the port. It is so important that there are fitness/leisure facilities in the centre so people can go on foot, I strongly disagree with the move away from St James's.
15	Love the greening aspects - how will the displaced parking be managed?
16	More housing needed, both private and council properties for those in poverty
17	Any empty building space above shops to be converted into social housing.
18	Better more affordable housing is very important & more occupancy in town shops brings more revenue in to our town & job opportunities etc.
19	I mainly agree, but think removing the church street car park is not helping anything
20	Fairstead pe30 4RG . Gaywood areas .. Master plan areas " play areas .

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

	Swimming areas " .school pools reopen ' . Plantation of trees replacement.
21	Concerned that numerous car parks are likely to no longer be car parks (especially considering that they are mostly the long term car parks
22	Positive
23	The economy has to be in the right place to support growth at the moment conditions and demand are hampering expansion.
24	Provides an array of opportunities across the centre of the town. Connectivity between these sites will be key and could give a chance to rectify issues from mid 20th century development.
25	Please see above comments on concerns regarding the number of commercial/entertainment premises in the area.
26	I can't see that any developer would be interested in the St James pool site - and worry that if the pool moves to Lynnsport, it would just become another eyesore site. While I think that we need more green space in KL (it would be great to have a pocket park in Devil's Alley). While I appreciate the intention behind the Common Staithe plan, it is quite a hidden area that I wonder if it would be accessed by people? In general, do we need new commercial land use? We have many empty shops and empty units in industrial zones. I would like to see the need for this clearly demonstrated. Re residential - what we need is affordable housing that provides people with high-quality homes. What we seem to be getting more and more of is homes in multiple occupancy and poky little flats with little amenity space.
27	agree
28	Town centres are dying sue to many factors but mostly due to the change in shopping habits, larger retail outlets and online shopping being one of the major causes for retail premises to reduce store numbers therefore, town centres need to move towards service delivery such as eating/drinking venues for social gatherings, connivance stores and electronic repairs are some areas where greater residential use would allow these stores to trade successfully while providing service to the settled and visiting communities.
29	Brown field sites should be developed as a priority. Buildings must be of a good standard and maintained so that in 25 years they do not look dilapidated
30	I agree
31	Many areas need development and some tlc
32	With some concerns as who will be responsible for keeping the buildings in good repair.
33	Totally support the need for improved usage across the town. Concern over such a large focus on repurposing the car park space for so much public realm - there needs to be a balance of regeneration of these spaces and connectivity
34	Agree with some, not with all - "an appropriate mix of affordable and market housing" - we need more and more affordable housing but you don't apparently get it without a load of what I presume are termed "un" affordable properties. "Consider young professionals" so who are they - young

4) Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?	
	people with a reasonable salary moving in? I was an incoming young professional once - I didn't need special housing I needed "a house"! What incoming worker MAY find useful is what in the days of the overspill agreement what were termed "key-worker" houses - somewhere to rent while you looked for a permanent alternative.
35	Impossible to say. The exhibition boards present a vision on very high level lines. What happens in practice is what matters, the devil is in the detail always. For example, we might all agree the Church Street car park should be improved, developed, built on. But that's just theory. What will it look like, what care will be taken to respect the heritage, how will it meet local needs at the time.
36	The proposal to put 50 houses on Harding's Way would introduce residents' cars, removal vans, dustcarts on the road in contradiction to the aim of improving green and natural environment.
37	I think the aspiration to meet housing need and 'consider young professionals' sounds good but there are real challenges to creating homes in a town centre location that provide for families (must include safe and accessible outdoor spaces). Port innovation centre and educational, workshop, maritime enterprise aspirations are great idea but need appropriate transport links. Could the swimming pool be heated by a collocated data centre (Deep Green example in Exmouth).

Summary and Key Themes

Town Centre Function & Mix of Uses

Strong agreement that the town centre needs a balanced mix of uses—retail, leisure, community services, and housing—that work independently but also support each other.

Support for fitness/leisure facilities in the town centre so people can access sustainably.

Community assets should stay where they serve local people, not be relocated away from the communities that rely on them.

Empty Buildings & Under-used Land

Widespread frustration with closed or derelict buildings; revitalising them is seen as essential.

Support for reusing disused land, especially brownfield sites, before touching green space.

Some feel the town already has enough housing and empty industrial units, so new development should focus on reuse, not expansion.

Homes that provide for families must include safe and accessible outdoor spaces.

Housing & Density

Strong support for more affordable housing, including converting space above shops.

Preference for “gentle density”—mixed-use developments including courtyard blocks with private gardens and balconies.

Desire for mixed communities rather than zoning or creating pockets of low-quality flats or HMOs.

Community Facilities & Services

Concern about the loss of central facilities like St James Medical Centre.

Suggestions to repurpose empty buildings as medical centres to support growing town-centre populations.

Concern over the future of St James Swimming Pool:

- Some want it retained centrally as a pool or gym.
- Concern the site will become an eyesore if vacated.

Culture, Leisure & Public Realm

Strong interest in developing Boal Quay, this includes opportunities for leisure, culture, and public use.

Some propose a major gallery space, similar to Margate’s Tate Gallery, leveraging the direct train link to London.

Support for more green spaces, tree planting, and pocket parks (e.g., Devil’s Alley).

Concerns about over-reliance on commercial/ entertainment venues in residential areas.

Parking, Access & Connectivity

Divided opinions:

Some see car parks (e.g., Tuesday Market Place, Church Street) as essential for safety, evening events, and accessibility.

Others support reducing car dominance and increasing green/ public space.

Worries about losing too many long-term car parks without alternatives.

Connectivity between regeneration sites is seen as critical and good transport links to sites are essential i.e. port opportunity sites.

Green Space & Environmental Improvements

Calls to protect existing green areas and avoid unnecessary development on them.

Support for tree planting, replacing lost trees, and improving biodiversity.

Heritage & Design Quality

Desire for development that respects heritage, avoids creating new eyesores, and maintains high building standards.

Criticism of past decisions—e.g., building the new library without a plan for the old one.

New development must be of a good standard and maintained.

Clear justification for new development proposals with assurance that details such as design will be handled well.

Commercial & Industrial Land Use

Mixed views on removing commercial units near the docks; some see the port as having untapped potential.

Questions about whether new commercial land is needed when many industrial units sit empty.

Masterplan Approach & Delivery

Some feel the plan focuses too much on specific sites and needs a more holistic, town-wide strategy.

Interest in how the vision will be delivered over the next decade, with calls for more private investment.

Suggestion of consideration for data centres and options to use generate heat.

Recognition that economic conditions may limit growth in the short term.

Social Considerations

Support for more council housing and homes for people in poverty.

Questions about who will maintain new buildings and public spaces.

Desire for key-worker housing.

5) Do you agree with the key historic and cultural spaces identified? Should any others be considered?

Answer Choices		Response Percent	Response Total
1	Strongly agree	51.28%	20
2	Agree	30.77%	12
3	Disagree	5.13%	2
4	Strongly disagree	0.00%	0
5	Don't know/unsure	12.89%	5

1	generally in agreement with key spaces identified
2	We have a strong history which should be preserved and celebrated
3	Unsure
4	Yes promotes lynns history well. Suggest extent is reduced by removing link with Southgates.
5	Yes, I like the idea of more trees and general planting. This will make areas more attractive and visually pleasing and hopefully get more people walking and cycling.
6	Confused
7	We have a fantastic historic Quarter. I was dismayed to see the plans around the South Gate included more modern housing. We don't need any more.
8	There is a lot of history in Kings Lynn, it has the potential to attract visitors, improvement to the town centre will keep people here.
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.
10	Glad to see you are prioritising human centric design - I would urge you to make the pedestrian routes from the the station to the Walks to the Minster to the port side much more pedestrian friendly and intuitive - greener too - green corridors as much as possible linking key points across the town.
11	Consideration should be made on ways to encourage improvements and the upkeep to private listed buildings.
12	Yes

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5) Do you agree with the key historic and cultural spaces identified? Should any others be considered?

13	These are the main ones identified.
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart
16	Looks great. Bringing out the beauty and history of our town.
17	Perhaps a wider promotion of these to attract visitors?
18	We have a beautiful town with so much heritage which needs to be protected & taught to generations to come
19	Sound principle
20	Devil's ally will get flooded in the coming outburst of floodings " why is there not alerted flood gates or energinering stuture to prevent ' to save the historical levels the key point areas Lower level grounds ..
21	Definetely need to make use of the former Post Office - it's been standing empty for so long. And what a waste that the Debenhams building remains vacant
22	Sensible
23	We could expand greatly our tourism appeal, but this has to be on the back of all round visitor improvements to the Town Centre and accommodation available.
24	Is there potential to look at projects further harnessing and celebrating North Lynn / North End history? North of St Nicolas / True's Yard etc.
25	I don't feel Church Street is a problem - it has housing on one side and a popular car park on the other. It would be nice to have a park instead of the car park, but the car park is probably needed, because the nearest alternative car park (Boal Quay) is usually full during the day. It would be helpful to plan some residential parking as local residents are currently having to pay to use the Boal Quay car park!
26	One of the previous reports (there have been many) identified the possibility of building a multi-storey car park on the Pattrick & Thompson site to allow for other sites to be released for development. Chapel Street car park was the subject of a study for HAZ - why did this go nowhere? High quality housing which gives spacious and affordable homes in the town centre would be desirable - why not look further into Chapel Street / Albert Street? These are sites which are away from main roads (St James pool site overlooks a v busy road - until that changes, it won't be very desirable as a residential site). The old Post Office is a blight on the town centre and something needs to be done there. It could provide good town-centre facilities (and would in fact have been a perfect site for the library) and some good quality housing (not the poky flats that it got permission for).
27	fine

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5) Do you agree with the key historic and cultural spaces identified? Should any others be considered?

28	Our historic spaces are key to attracting visitors to the town and these areas should compliment other areas of the town so it provides areas/sections of the town which attract a range of individuals or sectors.
29	The town's history and historic buildings are a huge benefit and they should be used and promoted to support the town's economy and status a fascinating place to visit.
30	Consideration should be given to the old GPO building on Baxter's Plain
31	Southgates
32	I would like to see the main existing cycle path from the Walks to North Lynn protected also, a very valuable route and much used.
33	Carnegie library Area around Southgates - this is the entrance to the town and should showcase KL's history and culture.
34	It seems pretty comprehensive and you've included "hidden" things. If you are developing trails use your LOCAL expertise, not consultants. They don't live here and they don't have the longstanding familiarity and background knowledge that the residents have, particularly older ones. The civic Soc and the Town Guides have longstanding experience of this sort of thing - use them. If your proposed "Trail" includes all the sites listed you will need to break it up into sections. No visitor is going to be able to range from St Nicholas' to the South Gates and back - that's a route march! Civic Soc encountered this when producing their pilgrim's guide.
35	I can't remember exactly what was on the boards. One would hope they included all the key ones, KL isn't that big. Consider the historic private homes maintained by individuals and charities that want to preserve KL's astonishing history and heritage. What about the garage building on James Street. Devil's Alley seems to be at real risk - it's already a drug dealing hot spot, opening a garden, potentially lockable, sounds like a terrible idea for that route to Nelson Street.
36	Ongoing maintenance and restoration of the Minster could provide a focus for workshops, training and supporting stonemasons, suitable stone transport by sea and/or canal network. York Minster has recently built a state-of-the-art facility which is in itself architecturally exciting. Education, skills training and economic opportunities from a centrepiece of the town’s cultural heritage.
37	The Walks/Red Mount area.

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Summary and Key Themes

Heritage, History & Identity

Strong agreement that King's Lynn's historic character is its greatest asset and should be preserved, celebrated, and better promoted.

Many feel the town has hidden gems that visitors easily miss; better trails, signage, and promotion are needed.

Some believe the story behind the history matters less than the visual appeal of historic buildings, which create a welcoming backdrop.

Southgates should be celebrated, the area currently undermines the historic gateway into the town. Some concerns over proposed housing.

Call for a focus on the Walks/Red Mount area too.

Calls to protect and maintain private listed buildings and historic homes.

Support for ongoing maintenance and restoration of the Minster to support skills, education and the local economy.

Greening, Public Realm & Human-Centric Design

Strong support for more trees, planting, and green corridors, especially linking:

- The train station
- The Walks
- The Minster
- The waterfront

These improvements are seen as essential for making walking and cycling more attractive.

Some raise concerns about flood-prone areas like Devil's Alley and ask for engineering solutions.

Key Buildings & Underused Sites

Repeated frustration that the old Post Office, Debenhams and Kwik Fit building remain empty; both are seen as wasted opportunities.

Suggestions to use these buildings for:

- Town-centre facilities
- High-quality housing
- Cultural or community uses

Some feel the Post Office would have been a better library site.

Parking, Access & Movement

Mixed views:

Some want to keep car parks like Church Street due to demand and lack of alternatives.

Others would prefer parks or green spaces but acknowledge parking is still needed.

Suggestions include:

- A multi-storey car park on the Pattrick & Thompson site
- More residential parking for people living near the centre
- Strong support for protecting the Walks–North Lynn cycle path.

Housing & Development Quality

Support for high-quality, spacious, affordable homes in the town centre.

Preference for development on quieter streets like Chapel Street or Albert Street rather than busy roads.

Concerns about:

- Overdevelopment
- Poor-quality flats
- Too much modern housing in heritage areas

Tourism, Culture & Trails

Many believe the town could significantly grow its tourism appeal with the right improvements.

Calls for:

- Better visitor accommodation
- Stronger promotion of heritage sites
- Improved town-centre experience

Emphasis on using local expertise (Civic Society, Town Guides) when designing heritage trails rather than relying solely on consultants.

Specific Areas Mentioned

Southgates: should be a proud, historic gateway— some concern over potential modern housing.

Tuesday Market Place: more emphasis on its heritage and links to the Mart.

North Lynn / North End: potential for more heritage-focused projects.

Carnegie Library: noted as an important historic asset.

Devil's Alley: concerns about flooding and anti-social behaviour; some scepticism about turning it into a green space.

General Comments

- Broad agreement with the key spaces identified in the plan.
- Strong pride in King's Lynn's heritage and a desire to see it protected, enhanced, and better connected.
- Some confusion about the maps or proposals, but overall support for the direction.
- A recurring theme: heritage must be central, but improvements must be practical, safe, and well-maintained.

6) Do you agree with the key principles for future interventions to harness history and culture?

Answer Choices			Response Percent	Response Total
1	Strongly agree		38.46%	15
2	Agree		38.46%	15
3	Disagree		5.13%	2
4	Strongly disagree		0.00%	0
5	Don't know/unsure		17.95%	7

1	lots of underutilised spaces in key places which could probably be utilised with limited intervention in terms of changes to fabric.
2	Same as above
3	Unsure
4	No, Southgate area does not provide historical interest
5	Again, with any new builds, architects must look at what Lynn has historically and focus on this.
6	Keep some of the historical ness we have and add in some modernism
7	As I said, Lynn has a history unrivalled to any other town. Don't ruin it like past generations building the eyesore Hillington Square

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6) Do you agree with the key principles for future interventions to harness history and culture?

8	As above.
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.
10	Yes - history and culture are the two big things going for King's Lynn - you need to be able to build on the past - revitalise it - but not ignore or trash it.
11	Principles are good but have not been followed in the past
12	Yes
13	Yes
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart
16	Yes
17	I can't answer with accuracy.
18	As above
19	Sound principle
20	History is the characters of the town " the key attraction of the town to protect ..
21	.
22	Positive
23	Yes vital
24	Yes
25	History and culture are important, but green spaces and peaceful residential areas are also a priority.
26	Re the 1st point 'Create a connected heritage and cultural route network that celebrates important views, maritime identity, and townscape character' - we already have many trails that celebrate our heritage. I would say let's not reinvent the wheel. We need to make people aware of our amazing heritage not creat a connected network. Re the 2nd point 'Re-activate historic buildings through sensitive adaptive re-use to support cultural, community and economic vitality' - will this

6) Do you agree with the key principles for future interventions to harness history and culture?	
	mean buildings that are in private hands? The old post office and the Kwikfit building are two perfect examples of buildings that need re-activating and have done for years (decades). Unless you can either do compulsory purchase or make the owners engage, nothing will happen.
27	agree
28	History provides a sense of pride and encourages visitors, bringing the old to new helps to showcase the historic elements while ensuring a practical use to support modern living.
29	As previous answer
30	I agree
31	It's a key strength of King's Lynn
32	Particularly the plan to move parking away from the Tuesday Market Place
33	Historic buildings need to have the opportunity for continued preservation beyond the 20 yr plan.
34	See above. I think I answered this there.
35	I can't remember exactly what was on the boards or find the presentations. Let the Civic Society have a loud voice.
36	As previously mentioned the Custom House and dock could provide an exciting opportunity to connect with the town's maritime heritage in an innovative and engaging way.

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Summary and Key Themes

Heritage as King's Lynn's Core Strength

Overall tone is positive with strong agreement that history and culture are the town's biggest assets and should be central to future planning.

Many emphasise that Lynn's historic character is unrivalled and must not be damaged by poor-quality modern development.

Support for celebrating King's Lynn's Hanseatic and maritime heritage, mention of opportunity at the Custom House and Purfleet Quay.

There is support for sensitive modernism—new buildings can be contemporary, but must respect the town's historic fabric.

Some interventions, such as better using public space, could be an easy win.

Underused Buildings & Spaces

Some frustration about underutilised spaces and buildings that could be reused with minimal intervention.

Repeated calls to bring long-neglected sites back into use, especially:

- The old Post Office
- Debenhams
- The Kwik Fit building

Concern that without stronger tools (e.g., compulsory purchase), privately owned derelict buildings will continue to stagnate.

Design Quality & Avoiding Past Mistakes

Strong warnings not to repeat past planning failures such as Hillington Square.

Desire for architects to study Lynn's historic character and design accordingly.

Support for blending historic preservation with thoughtful modern additions.

Balancing Heritage with Green Space

While heritage is valued, some stress that green spaces and peaceful residential areas are equally important.

The town should not become a museum—historic buildings must support modern living, community use, and economic vitality.

Heritage Trails & Visitor Experience

Mixed views on creating new heritage routes:

- Some welcome better connections and clearer routes.
- Others argue Lynn already has many trails, and the priority should be promoting them, not reinventing them.
- Visitors often miss the town's "hidden gems", so clearer interpretation and wayfinding are needed.

Southgate Area

Some feel the Southgate area lacks genuine historical interest, while others see it as a key gateway that should reflect Lynn's heritage.

Some concern about modern housing proposals in this area.

Tuesday Market Place & Key Historic Spaces

Calls for stronger emphasis on the heritage of Tuesday Market Place, especially linking it to the annual Mart.

Support for reducing parking in this area to enhance its historic character.

Long-Term Preservation

Historic buildings need a plan for preservation beyond the 20-year masterplan.

The Civic Society and local heritage groups should have a strong voice in shaping decisions.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

Answer Choices			Response Percent	Response Total
1	Strongly agree		25.64%	10
2	Agree		33.33%	13
3	Disagree		12.82%	5
4	Strongly disagree		7.69%	3
5	Don't know/unsure		20.51%	8

1	Huge visual benefit to tuesday market place plans. Important to keep car parking in reasonably accessible locations but current parking areas are perhaps underultilised as other car parks which are more appropriate for other uses are closer. Enhancing South Quay and the riverfront would be of benefit, particular for evening uses when the daytime retail element of the town is closed.
2	This will improve congestion and allow better access to our historic attractions
3	I believe Lynn should have a park and ride scheme. Plus a covered market on Tuesday Market place every day like Norwich
4	Unsure, less parking but more reason for tourists to drive and visit lynn
5	The Page Stair lane car park is a good choice for a large car park.
6	As long as the price are not risen as everybody doesn't like the car parking prices in Kings Lynn
7	We need more car parks and they need to be free, but not in the historic Quarter.
8	History is important to Kings Lynn, we should preserve it. Also, relocating it out of the town centre/elsewhere should make the town centre/roads slightly safer and encourage a smaller footprint/increased public transport usage.
9	n/a
10	Absolutely - the fewer cars in the town the better. The more pedestrian areas and better cycle paths the better (cycle paths improve accessibility for people with mobility scooters too - look to the Netherlands for how that works).
11	Need a long term plan for charging of electric vehicles
12	Yes
13	This could work out well for King's Lynn in the long term.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

14	Town centre parking eg Tues Market Place is vital for Corn Ex visitors who may feel unsafe in port.
15	Public transport would need to be made better if so much parking is going to be displaced
16	Unsure on this one. I feel like there will be a lot of backlash if parking spaces are reduced and it takes longer and is more inconvenient to get into town without a car, especially in bad weather. Most people would rather use their car if they have one. It will benefit those that don't have one.
17	The town is very congested as it is, making the historic spaces more accessible on foot is better.
18	The town would benefit immensely by a park and ride. Less cars in town more opportunities to enjoy our heritage buildings
19	Reducing access to town seems counterproductive
20	Car parking is becoming less off " when there should be more off ..Not for visitors to give up and then to decided a next destination! .. especially now with the new built library in town for education...parking prices lowered..
21	Don't like the idea of losing so much long-term car parking spaces. Although providing more 20 minute or 30 minute free spaces in town would be very welcomed. As someone living out of town, I need to park for several hours when I come into town, although sometimes just popping into town for a quick half an hour or so is convenient.
22	Sensible
23	But visitor access is vital we must not loose site of sufficient provision of parking at an affordable price, until other forms of connectivity are fit for purpose.
24	There is currently an abundance of town centre parking that is the legacy of mid century redevelopment. For large parts of the year these are large dead spaces that in the long term reduce town centre density and create stark, negative contrasts to historic areas. However, relocation of parking has to be done with a clear vision of traffic planning and alternatives.
25	Please introduce free or cheap residential parking for local residents living in historic areas. At the moment this is a postcode lottery - some streets in the historic centre are able to use residential parking and some are not! I live in Priory Lane which is not entitled to residential parking permits. I have to pay to use Boal Quay long stay car park.
26	I agree with moving car parking spaces away from historic spaces and would welcome the riverfront becoming parking-free. I do have a bit of a query about TMP though - the council already has powers to clear it for events, e.g. the Mart and Festival Too. It feels strange that it will just be a big empty space. Of course a market there would make sense but the Borough managed very effectively to kill that off a long time ago. And although other towns (Fakenham, Bury St Eds are good examples) have managed to keep their weekly markets going, I think bringing ours back to life would be a big challenge.
27	we need more car parking
28	As long as this relocation doesn't impact on the economic and ability for local residents to access work, town and leisure.

7) Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

29	Getting rid of 'waste land' parking and moving parking away from Tuesday Market Place will create a much more attractive environment.
30	I think that whilst reducing the amount of traffic into the town and rationalising the flow, encouraging public transport, walking and cycling is admirable, reductions parking provision should be net neutral. Thought must also be given to the fact that cars are now bigger and heavier that when the original multi story parking was implemented and this may not continue to be fit for purpose in the longer term.
31	Population of West Norfolk rapidly growing and want to attract more visitors, want to save the town centre, but cut parking spaces? Makes no sense
32	A non-driver myself, but can see this may create issues for those who work in the central area around the Tuesday Market Place - perhaps an initial permit system could be considered?
33	Partially agree with this plan. There are areas where car parking could be repurposed and alternative public spaces / housing achieved. I have concern re fully repurposing Tuesday Market Place to a full public space. Current option for closure to allow events is working well (Mart / Festivals) but car parking spaces for town access / hospitality access and Corn Exchange need to be sufficient to welcome visitors and locals, and are far more used than for a few events. The plan indicates using the car park behind the Corn Exchange for public space which makes more sense, and could enhance the river frontage.
34	Points: re 20 minute spaces - 30 mins would be better. We usually come into town from Gaywood by bus: during the pandemic however we used the short term spaces for quick dashes to shops. If you're not quick on your feet through age or infirmity - ie but not actually disabled - 20 mins is nowhere near long enough and even half an hour was tight.
35	I don't drive but car parking is extremely important to locals and visitors. Would love to see Tuesday Market Place reclaimed but only if the benefit equals that of a car park. Reclaiming it as a public space seems fatuous. Reclaiming it as a market place is surely something that fuels local economic regneration. Other towns like Downham Market and Fakenham manage a thriving market, why can't KL?
36	Ease of parking is important to keep the town centre busy.
37	Important to ensure sufficient accessibility for those with limited mobility who may require access by car.
38	Balance to not kill the centre of town by providing some car access for less able and not much consideration south of King's Lynn for parking to reduce congestion at Southgates roundabout.
39	Do not build on Austin Street car parks as they are always full – residents, workers and visitors. The car park on Common Staithe Quay is required for lorries for the theatre and for the transport for the Mart and Festival Too. Do not build on car park at Boal Quay – flooding issues and used by residents.

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Summary and Key Themes

Varied Opinions on Parking

Some general support but a variety of views both positive and negative.

Concerns About Losing Parking

Concerns that reducing parking will:

- Make the town harder to access, especially in bad weather.
- Sufficient accessible parking must remain close to town centre amenities.
- Hurt businesses, hospitality, and the Corn Exchange and events.
- Discourage visitors and push people to shop elsewhere.

Strong worries about losing long-stay parking, which is essential for workers and out-of-town visitors.

Some argue that with a growing population, cutting parking makes no sense.

Mentions of reducing parking fees or making parking free.

Support for Reducing Parking in Historic Areas

Others strongly support removing cars from historic spaces to:

- Improve safety
- Reduce congestion
- Enhance the town's heritage appeal
- Encourage walking, cycling, and public transport

Several people want the riverfront to become fully pedestrianised.

Page Stair Lane seen as a good site for a larger car park.

Some want free parking, but not necessarily in the historic quarter. Others want more short-stay spaces, ideally 30 minutes rather than 20.

Electric Vehicle Infrastructure

Calls for a long-term EV charging strategy to future-proof the town.

Residential Parking Issues

Residents in historic streets feel the current system is a postcode lottery.

Calls for free or affordable residential permits, especially where no on-street parking exists.

Heritage & Town Centre Character

Many feel reducing cars in key historic areas will:

- Improve the visitor experience
- Make heritage assets more accessible on foot
- Strengthen the town's identity

Some believe relocating parking could make the town centre safer and more pleasant.

Support for Improving Tuesday Market Place

Many welcome the visual and environmental benefits of transforming Tuesday Market Place into a more attractive public space.

People appreciate the idea of reducing parking and creating a more welcoming historic environment.

Concern that Tuesday Market Place could become an empty, unused space if not carefully programmed should parking be fully removed. Support for plans to remove parking for Common Staithe mentioned.

Some suggest reviving a proper market, similar to Norwich or Fakenham, to make the space meaningful rather than empty.

Public Transport & Alternatives

Calls for a park and ride scheme to reduce town-centre traffic.

Many stress that public transport must improve before parking is reduced.

Need highlighted for:

- Better bus frequency
- Safer routes
- More reliable evening services

Walking, Cycling & Accessibility

Strong support for:

- More pedestrian areas
- Better cycle paths
- Infrastructure that also benefits mobility scooters

Some point to the Netherlands as a model for accessible cycling networks.

Need for Balance & Clear Planning

Several people emphasise that:

- Parking reductions should be net neutral overall.
- Relocation must be part of a coherent traffic plan, not piecemeal changes.
- Cars today are larger and heavier, so older multi-storey car parks may not remain fit for purpose.
- Should consider parking to south to reduce congestion at Southgates roundabout.

General Comments

People broadly support improving the town's appearance and heritage setting but there is not a clear consensus on how much parking should be removed.

Key themes include that any changes must:

- Allow access to the town centre
- Support businesses
- Maintain safety
- Protect access for locals
- Provide realistic parking alternatives

Summary and Key Themes

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- Support businesses
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- Provide realistic parking alternatives

8) Do you agree with proposed improvements to active travel and public transport, or have any further ideas?

	Answer Choices		Response Percent	Response Total
1	Strongly agree		25.00%	10
2	Agree		37.50%	15
3	Disagree		10.00%	4
4	Strongly disagree		2.50%	1
5	Don't know/unsure		25.00%	10

1	agree with discouraging cars in the town centre through appropriate car parking strategies/locations. Its important that relocated car parks are still convenient, footpath links are safe etc.
2	Same as above
3	Park and ride and improved bus service
4	To big of change to road network, increased risk of gridlock without further road improvements such as dual A149 and traffic lights to qe roundabout
5	Railway Road could benefit with a cycle and possible bus lane. Or (although not sure how easy this would be) a central tree line road.
6	It wasn't very clear
7	Car is king and always will be. No matter what the cycle brigade try to say. Sure its nice to go for a bike ride, but you'll never force people out of their cars.
8	As above. Reduced footprint is good.
9	The riverfront should not have traffic and parking.
10	Yes, the more active travel particularly walking and cycling, the better - safer for all concerned, improves people's health both through exercise and cleaner air.
11	See previous comment re hiring/ charging electric cars

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8) Do you agree with proposed improvements to active travel and public transport, or have any further ideas?

12	Reopen the bus route from South Lynn to alleviate pressure on South Gates roundabout. Revisit the one way system on Railway Road.
13	Improving Southgates and potentially putting in a King's Lynn South Train station and maybe a park and ride would be great.
14	Please include links to villages in this, evening trips to Lynn by bus are difficult as services finish so early
15	Public transport would need to be made better if so much parking is going to be displaced
16	As above
17	Can't give an accurate answer.
18	As mentioned park and ride & cycle path infrastructure would greatly benefit the town. Less traffic congestion would be great.
19	A northern road bridge
20	Parking prices lowered " .More bus services in cut off villages " Or taxies hubs in Downhan market ' To enterprises train carries for bike users ' bikes are blocking train doorways . Bike train carriers the new future active society .
21	Park and Ride a good idea, if frequent buses and affordable like the Norwich P&R
22	Sensible
23	Chicken and egg. The surrounds of Kings Lynn are rural and without good alternative transport remain car dependent.
24	No further comment.
25	I don't use the local buses so can't comment. Cycle routes are already good, no change needed.
26	I agree that it's a good idea to improve public transport but it seems that this isn't something within the Borough's power - could this initiative be used to make bus services better or improve our rail transport? I highly doubt it. Our cycle network is absolutely shameful and needs holistic thought - not just a hub here, a bit of cycle path there. What does ' informal Park & Ride at the Enterprise Park' mean? If the park & ride buses aren't running at least 4 times an hour, people won't use this service.
27	traffic is terrible in King's Lynn - park and ride?
28	Install plenty of bike security storage due the high level of bike thefts around the town.
29	I do wonder how sustainable a park and ride scheme will be, unless the town is vibrant enough to attract shoppers and visitors.
30	Whilst the provision of 'park and ride' style facilities could be a solution, the need for disabled access would need to be considered
31	If can’t drive in and park hopefully some will use public transport

8) Do you agree with proposed improvements to active travel and public transport, or have any further ideas?	
32	All very good ideas, but I do feel the 'car culture' has been so emphasised during the past 50 years, it will be difficult to change peoples mindset!
33	Partially agree with the new proposed walking / cycling routes, however the planning needs to take account of those with poor mobility who cannot walk far/ or cycle. Car parking plans need to take account of accessibility spaces and also the growing size of domestic vehicles (SUVs etc) to ensure legitimate parking is accessible and viable.
34	As far as it goes - I haven't yet found much reference to public transport but I will tell you this: present bus transport is absolutely useless in the evening if you want to attend a Festival event or go to something at the Corn Exchange or anything which goes on later than 9 pm - or basically 8.30 if if you don't want to have half your attention on how long it will take to walk to the bus station to get the last bus. Not everyone wants to come in by car - bus means you can safely enjoy an interval drink. I'm afraid it's chicken and egg because I know such town evening services as we have, up to about 9, are not widely used - but give it time.
35	I don't know
36	In South Lynn and North Lynn health is well below national standards. Active travel not only reduces greenhouse gases but improves health and wellbeing.
37	As previously explained, the current road bridge across the River Ouse from South Lynn to West Lynn should be included in the transport links strategy for both cycling and pedestrians. It currently creates a hazardous route and must be improved to enable access to and from the town and west Lynn development area. The ferry alone will not be sufficient.
38	Urgent Consideration. Great cycle route either side of the river but not safe cycle crossing over old bridge or beyond West Lynn, several dangerous junctions across West Lynn side cycle route.

Summary and Key Themes

General Support for Reducing Cars in the Town Centre.
Many agree with discouraging cars in central areas if:

- Relocated car parks remain convenient
- Footpaths are safe and well-connected
- Strong support for removing traffic from the riverfront.

Parking Concerns & Car-Dependent Culture

Some believe “car is king” and people will not give up driving.

Concerns that reducing parking without alternatives will:

- Cause gridlock
- Make the town less accessible
- Disadvantage people with mobility issues

Calls for:

- Lower parking prices
- More accessible spaces
- Spaces sized for larger modern vehicles (SUVs)

Several people note that car culture has been entrenched for 50 years and changing habits will be slow and difficult. Improvements must therefore be phased and realistic.

Public Transport: Widely Seen as Inadequate

Repeated frustration that current bus services:

- End too early (especially evenings)
- Don’t serve villages well
- Are unreliable for events at the Corn Exchange or Festival Too

Some doubt the Borough has the power to improve bus or rail services and also raise concerns about taxi provision.

Requests include:

- Reopen the bus route from South Lynn to alleviate pressure on South Gates roundabout
- Better links to villages
- More frequent bus services, especially evenings

Park & Ride - Many support a park and ride, but only if:

- Buses run frequently (at least every 15 minutes)
- It is affordable
- It is accessible for disabled users

Some question whether a park & ride is viable unless the town centre becomes more vibrant/a better destination.

Cycling & Active Travel

Some say cycling infrastructure is already good whilst others disagree and want a holistic network, not isolated segments.

Noted that active travel reduces greenhouse gases and supports health and wellbeing, especially relevant to some areas of town such as North and South Lynn.

Suggestions include:

- A cycle/bus lane on Railway Road
- Better cycle links to villages
- More secure bike storage due to high theft rates
- Facilities for bikes on trains
- Improvements to road bridge across the River Ouse from South Lynn to West Lynn should be included and improved for both cycling and pedestrians.

Road Network & Traffic Flow

Concerns that major changes could cause gridlock without:

- Dualing the A149
- Improving the QE roundabout
- Revisiting the Railway Road one-way system

Some propose:

- A northern road bridge
- Improvements at Southgates
- A King's Lynn South train station

Accessibility & Mobility

Strong reminders that:

- Not everyone can walk or cycle
- Routes must consider people with poor mobility
- Disabled access must be built into any park & ride or parking changes

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General Comments

Broad support for improving walking, cycling, and public transport. However there are concerns that:

- Alternatives are not yet good enough
- Cutting parking too soon will harm accessibility and the town's economy

9) Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?

Answer Choices			Response Percent	Response Total
1	Strongly agree		35.00%	14
2	Agree		40.00%	16
3	Disagree		5.00%	2
4	Strongly disagree		2.50%	1
5	Don't know/unsure		17.50%	7

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1	any areas that can be landscaped rather than left vacant would be an improvement. landscaping around new proposals also beneficial.
2	Greenery and landscaping will enhance the appeal to visitors and provide locals with a sense of pride when looking at the town
3	Need more information
4	The docks area needs to remain as commercial
5	Yes, very much so.
6	I think I get it
7	Some areas need protection.
8	Protecting green spaces is good everyone's health, physical and mental. Good for entertainment, reducing footprint.
9	n/a
10	The more green spaces the better - the more trees and flowers the better - the more parks (parklets) and gardens the better for physical and mental health - it also increases footfall and encourages people to spend more money in local businesses, particularly hospitality.
11	Suggest addtional areas to be considered.
12	There needs to be more of these spaces. I.E St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
13	It would be great to see more green space in the very center of King's Lynn and more trees.

9) Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?

14	Sounds good
15	Supporting biodiversity top priority
16	It will definitely make the town a nicer place.
17	Beneficial for everyone's well being.
18	They are beautiful spots I. Town which we needs to celebrate
19	The brownfield sites in west lynn are currently wasteland
20	Tree plantation "" wilder Green spaces saved " bee inhabitants" bird boxes ' chalk Rivers protected " Stop the fox hunting. New built areas contracts to promise tree planting in all built contacts what they have cut down destroyed replaced BK with landscape designs .
21	Not sure about getting rid of car parks
22	Sensible
23	I support the areas greening as a great improvement but this will involve the cost of managing, maintaining and policing.
24	Largely, yes. The unique topography of King's Lynn and the Wash area has to be kept in mind - particularly with the proposed connected 'green quarter'.
25	I would like to see a riverside park with a children's playground.
26	I'm not at all sure about greening King's Staithe Square. I agree re Devil's Alley.
27	needs to look pretty but don't loose things we need
28	As long as consideration is given around safe spaces and preventing vehicle access.
29	The improvements planned for Boal Quay and West Lynn are exciting
30	I agree
31	.
32	It's good to see the protection of the Wildlife reserve extended and the West Lynn riverbank area
33	See previous point regarding Tuesday Market place, otherwise overall agree with the new enhanced corridor plans
34	Anything increasing greenspace is welcome. Green corridors are important not just for people but for the urban wildlife which is receiving greater and closer attention.

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9) Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?	
35	I disagree with greening and landscaping for the sake of it. We are in Norfolk, we are surrounded by countryside, farmland, rivers, fens and coastline. Is this really a priority?
36	Not sure about this at some sites e.g King Staithe Square. 'Greening' isn't always appropriate! I like the lack of 'clutter' in King Staithe Square.
37	Walking and cycling routes along the river banks on both sides need safe river crossing by bridge (existing) and ferry. 38 Some activities like table tennis and outdoor gyms.
38	Some activities like table tennis and outdoor gyms.
39	What could be used are planters at edge of Tuesday Market Place. Kings Staithe Sqaure – not trees – areas are required for events, Festival Too, and the Mart. Outdoor seating is only used in Summer Months as it is too cold to sit too long by the Ouse. Devils alley who will maintain the community space. Boal Quay better as a wildlife park.

Summary and Key Themes

Strong Support for More Greenery and Landscaping

Many people feel that landscaping vacant areas and adding greenery around new developments would significantly improve the town's appearance.

Green spaces are seen as beneficial for:

- Visitor appeal
- Local pride
- Physical and mental health
- Footfall and economic activity, especially for hospitality

Several want more trees, flowers, parks, and small "parklets", particularly in the town centre.

Specific Opportunities Highlighted

- St James Swimming Pool site suggested as a potential garden or sculpture park to preserve key sightlines.
- Desire for a riverside park with a children's playground.
- Support for Devils Alley proposal.
- Excitement about greening plans for Boal Quay and West Lynn.
- Calls to extend protection of the wildlife reserve and enhance the West Lynn riverbank.
- Support for outdoor activities like table tennis and gyms.
- Some want additional areas considered beyond those proposed.

Biodiversity & Environmental Priorities

Strong support for:

- Protecting green spaces
- Planting more trees
- Creating wildlife-friendly areas (bee habitats, bird boxes)
- Safeguarding chalk rivers

Some want environmental conditions built into new development contracts.

Caution About Over-Greening

A minority argue that Norfolk already has abundant countryside, so greening the town centre shouldn't be the top priority.

Concern over proposals impact on events at Tuesday Market Place and Kings Staithe Square.

Others warn against "greening for the sake of it" if it removes useful spaces or creates maintenance burdens such as at King Staithe Square.

Concerns About Losing Car Parks

Some are uneasy about replacing car parks with green space.

Others support greening but stress the need to retain essential parking and avoid losing facilities people rely on.

Safety, Access & Practicalities

Calls for:

- Safe, well-designed spaces
- Measures to prevent unauthorised vehicle access
- Consideration of long-term maintenance and policing costs
- Some areas, like King's Staithe Square, raise mixed feelings about greening.
- Walking and cycling routes on both sides of river need safe crossing by existing bridge and ferry.

Land Use & Protection

Some views expressed that the Port Area should remain commercial, according to several respondents.

Brownfield sites in West Lynn are described as wasteland and ripe for improvement.

Some areas need protection, not development.

10) Do you agree with the key principles for new built form and public realm? Should anything else be considered?

Answer Choices			Response Percent	Response Total
1	Strongly agree		17.95%	7
2	Agree		33.33%	13
3	Disagree		5.13%	2
4	Strongly disagree		2.56%	1
5	Don't know/unsure		41.03%	16

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1	all issues will need careful balancing
2	N/a
3	Unsure
4	Unsure
5	As stated no new bland architecture. So many locals don’t like the new library for this reason. The Vancouver Quarter is bad enough.
6	I didn’t understand any of it, but we need more housing. We need another couple of blocks of flat. It’s horrible round here.
7	I don't understand this. Sorry
8	N/A
9	n/a
10	Yes - love the proposals to reclaim Tuesday Market Place "as a vibrant common ground for celebrating, performing, resting, and gathering." Also, yes please: • Provide new public realm at Common Staithe Quay, integrated with surrounding community, residential, and night-time uses • Develop a new public square and reshape the riverfront as a pedestrian-priority destination, linking Inner Purfleet, King’s Staithe, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates • Reclaim the area around the Minster as a public place that connects seamlessly with the town’s heritage and cultural character. Please do all of this - you could create the most beautiful port town in the UK.

10) Do you agree with the key principles for new built form and public realm? Should anything else be considered?

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11	Require more information
12	Think bigger and bolder.
13	Agree.
14	Small community squares and pedestrian improvements are great ideas
15	N/A
16	I don't have any additional ideas
17	Don't know enough to comment
18	Preserving the town in its entirety
19	Sound principle
20	Master plan is Sports " that's my vision we are loosing bowling greens cricket areas Girls English teams in cricket is awesome " But old traditions sports are long forgotten bowling greens cricket " Tennis courts free for the public to use " my huge passion was years BK in a O4 in the Lynn news article a Olympic swimming pool originally going to be built in South Lynn " That never happened" We have in West Norfolk North Norfolk the arrival competitors for England Or training for as in Norwich city ' I believe strongly South Lynn is a the open area for that Olympic swimming pool parking spaces and the attraction for kings Lynn green spaces plantation off trees visions ' grounds off growth off rivers revitalized or openings growth off heathers clouringings plantations to lower the risks of future floodings from bursting banks .. Sola energinering for business economics complex heat wave areas ..
21	Would be better if any developments were more in keeping with old style King's Lynn. Not some new modern idea like the new library which is not in keeping with a historical town
22	Swifts bricks in new buildings, to follow national planning guidance NPPG Natural Environment 2025 paragraph 017.
23	The town entertains well with special events Festivals, Heritage Days and perhaps this can and will be expanded to increase the attachment and feel good factor.
24	There has to be a push towards extremes. Either classical or truly modern. New built form that compromises and becomes a milquetoast creation of cladding and class for instance will age poorly and replicate previous mistakes.
25	No comments to make on this other than the above
26	Hard to agree with something that I find unclear. I have no idea what 'Re-establish historic plot rhythms to repair urban grain' means - it's word salad to me.
27	q

10) Do you agree with the key principles for new built form and public realm? Should anything else be considered?

28	Yes
29	1
30	Public realm needs to be considered in the context of long term management, to maintain areas and thoroughfares which remain safe and loved
31	.
32	Good plans! Would have like to see a specific traffic-reduction scheme for the Southgates / London Road area, as this is a real bottle-neck and issue for pedestrians/cyclists living in and using the area.
33	Any new public realm spaces need to be well maintained and be safe. The masterplan appears to have a main focus on this and I'm not sure that all of the areas are justified alongside the current spaces we already have on offer. I have already commented on the Tuesday Market Place not being fully transformed, but do agree with the other areas, particularly around the riverfront and the Minster
34	Design code - yes, yes, yes! I've seen previous major documents put forward by "outside experts", lavishly illustrated with examples from other (often much bigger) places which have no relation to the character of Lynn at all (I've one such document in particular in mind - long time ago: hopefully it's been binned by now. "Re-establish historic plot rhythms" - yes please, before it's too late.
35	Safety and confidence for people is key. 'Public realm' is a spurious concept. Keep up good litter and bin collections (very good!) keep up local police patrols, stop cycling in pedestrian areas. Small things make a big difference.
36	The proposal to build up to 5 stories high on Boal Quay would be well out of character with the nearby Nelson Street, historic Quay and other medieval buildings.
37	The English is poor here (unclear) “A context-sensitive built form, scale and grain”, “intuitive wayfinding”, “historic plot rhythms. Was this written by AI? However, the aims/actions are good, a positive vision.
38	Commitment to sustainable low-carbon construction principles and the use of renewable and zero carbon energy using the latest emerging ideas and technologies seem to be missing from the principles. It would be great to see some real determination to include these in such aspiration plans.
39	Don’t build on car parks, but use existing buildings as suggested – the Old Post Office, Debenhams and any other buildings that become long-terms vacant in the future.

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Summary and Key Themes

Architecture & Design Quality

Very strong opposition to bland, generic, or inappropriate modern architecture.

The new library and Vancouver Quarter are cited as negative examples.

Clear preference for:

- Development in keeping with historic King's Lynn, or
- High-quality traditional or boldly modern architecture—not cheap compromises.
- Calls for new buildings to include swift bricks and follow national environmental guidance.

Support for a clearer commitment to sustainable low-carbon construction principles within the masterplan and the use of renewable and zero carbon energy.

Housing Needs

Some respondents didn't understand the proposals but emphasised that more housing is urgently needed, including new blocks of flats. Some concerns over density and height.

Others stress that housing must be high-quality and sympathetic to the town's historic character.

Some concerns over building on car parks – focus should be on repurposing vacant buildings.

Public Realm & Placemaking

Strong enthusiasm for major public-space improvements, especially:

- Tuesday Market Place

  Widely supported as a vibrant public gathering space for events, performances, and community life.
- Riverfront

  Support for a pedestrian-priority riverfront, linking:
  - Purfleet Quay
  - King's Staithe Square
    - South Quay
    - Devil's Alley
    - Boal Quay
    - Southgates
- Desire for a new public square and better integration with residential and night-time uses.
- The Minster Area

  Support for reclaiming the area around the Minster as a beautiful, heritage-led public space.
- Smaller Squares & Pedestrian Improvements

  Many like the idea of small community squares, better walking routes, and more welcoming streets.

Sports & Recreation

Some support for:

- Restoring traditional sports (bowling greens, cricket)
- Free public tennis courts
- An Olympic-standard swimming pool in South Lynn
- More green space and tree planting
- Flood-resilient landscape design

Culture & Events

King's Lynn already hosts strong events (Festivals, Heritage Days), and many want these expanded.

Public realm improvements are seen as a way to boost civic pride and cultural identity.

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Clarity & Communication

Some people say the proposals are unclear, especially phrases like "re-establish historic plot rhythms to repair urban grain".

Some respondents feel they cannot comment without simpler explanations or more detail.

Safety, Maintenance & Practicalities

Strong emphasis on:

- Long-term maintenance of public spaces
- Keeping areas safe and well-used
- Good litter collection and policing
- Preventing cycling in pedestrian zones

Some worry that not all proposed public spaces are justified given existing provision.

Traffic & Movement

Desire for a specific traffic-reduction plan for the Southgates/ London Road bottleneck.

Some support the public realm proposals but want clearer solutions for congestion and pedestrian/cyclist safety.

General Comments

Broad support for the ambition to create a more beautiful, walkable, heritage-led town.

Strong enthusiasm for reclaiming key spaces like Tuesday Market Place, the riverfront, and the Minster area.

People want:

- Clearer communication/language
- High-quality design
- Sensitivity to heritage
- Practical, safe, well-maintained public spaces

11) Do you agree with the order of the key steps identified to deliver the Masterplan?

	Answer Choices		Response Percent	Response Total
1	Strongly agree		22.50%	9
2	Agree		37.50%	15
3	Disagree		7.50%	3
4	Strongly disagree		0.00%	0
5	Don't know/unsure		32.50%	13

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1	yes
2	I believe the council will deliver the plan in a way that benefits not only the town but its residents
3	Common sense approach
4	Lots to do
5	Yes.
6	It needs to be quicker than 20 years and we need to have a doctor surgery
7	Again I'm not sure.
8	
9	Definitely moving in the right direction.
10	Yes - vital to get the quick wins first - vital to get the cars out of the town centre as soon as possible.

11) Do you agree with the order of the key steps identified to deliver the Masterplan?

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11	Based on previous media release on plans I doubt this one will be followed.
12	Yes
13	This makes sense to me and seems logical.
14	Sounds like a plan, if only anything promised was ever actually done!
15	Quick wins to start good idea
16	I am not in a position to judge as I have little knowledge of these things!
17	Prevents the "we've always done it this way" attitude.
18	The priority is well thought out
19	Too vague a timetable
20	What's master 6 ..confused . Key points area interperprizing attractions to prevent founding ' Historical areas to continue protected " Guild hall ' shake spear "" True,est Yard attract education history" The clear reminder how bishop or Lynn " kings Lynn became how it is " regarding devil's ally the wasted area to it " That could be developed into something off uses close to the mill river closed off banks you could revitalize it ' A garden seated areas cottages gardens affect flowers ..Green spaces for the public .
21	.
22	Sensible
23	Good luck an ambitious task.
24	Yes, but also fully aware of the issues in dealing with public funding and government policy. If there is deviation (forced or needed) from the steps, regular clear and honest communication to the public is key.
25	No comments to make other than the concerns identified above.
26	Definitely agree with using quick wins to improve streets & public spaces and low-cost interventions. There are many places where spending a little money could result in big gains.
27	c
28	Someone will always moan that the process wasn't correct in delivery so its a learning curve as each project phrases into the next and understanding of the lessons learned so they can be applied.

11) Do you agree with the order of the key steps identified to deliver the Masterplan?

29	I'm impressed with the level detail and though that has gone into the project, but also understand priorities may need to be adjusted to take into consideration funding opportunities.
30	Debenhams site has been a problem for over 5 years and requires urgent attention. St James' is still actively in use and once (if) the new pool is developed at Lynnsport, it needs to be considered in light of its connectivity to The Walks. St James' Road is a major arterial route into and through KL and could act as a barrier to pedestrian access
31	.
32	Realise the decision to close St James Swimming Pool has already been taken, but very disappointed there will no more town centre facilities. Lynnsport is not central for those who do not drive, has a poor bus service at night and I personally felt very unsafe when using it in the past (some time ago and may have changed.)
33	I'm not sure these have been clearly articulated, other than to bring one key vision together for the town which clearly makes sense
34	Your info boards don't seem to follow the same order as your questionnaire. I don't have a smartphone so I can't use the QR code to bring up the appropriate part of the q'naire at the end of each relevant section. I'm having to do this on my laptop by having the masterplan doc and the q'naire both open one behind the other and go between them.
35	Can't remember. Do Debenhams asap. Planning beyond 3 years is futile, especially with elections and the local authority structure uncertain.
36	Order? Are these in order of priority? It isn't clear. Broadly speaking, I agree with the key steps.
37	Consider the co-location of an appropriately sited data centre with the new swimming pool to make use of waste heat for pool and local building heating – concept already proven in Exmouth (Deveon). British company Deep Green is a world leader using closed loop system to minimise power and water usage from local infrastructure.
38	I appreciate that the ideas need drawing up, consultation is important but I worry a lot of expense used in planning and not actioning and the time scale seems rather distant.
39	The plan will be adjusted overtime as the town changes through vacant buildings, flooding and finance available.

Summary and Key Themes

General Support

Many respondents agree with the overall direction of the plan.

Several believe the council can deliver a scheme that benefits both the town and its residents.

The approach is described as common sense, logical, and well-thought-out.

Heritage & Identity

Some emphasise protecting:

- Guildhall
- Shakespeare links
- True's Yard
- Historic areas
- Desire to keep the town's identity intact while improving public spaces.

Desire for Faster Progress

Strong feeling that the plan needs to move faster than 20 years.

Calls for quick wins to build momentum, especially:

- Improving streets and public spaces
- Reducing cars in the town centre
- Low-cost interventions that deliver visible improvements

Essential Services & Facilities

Concern about the lack of a town-centre doctor's surgery.

Worries about the closure of St James Swimming Pool:

- Lynnsport is not central
- Poor evening bus service
- Some feel unsafe using it

St James' Road is seen as a barrier to pedestrian access and needs careful planning for future uses on the existing site.

Consider co-locating data centre with the new swimming pool to make use of waste heat for pool and local buildings.

Key Sites Needing Urgent Action

Debenhams highlighted as a priority — empty for years and damaging the town centre.

Devil's Alley mentioned as an opportunity for green space or small-scale development.

Clarity & Accessibility

Several respondents found the material confusing or too technical.

Some struggled with the order of information between boards and the questionnaire.

A few felt unable to comment due to lack of understanding.

Practical Considerations

Public realm improvements must be:

- Safe
- Well-maintained
- Justified, given existing spaces

There must be acknowledgement that delivery will be a learning curve, with lessons applied from one phase to the next.

Timelines & Priorities

Some feel the timetable is too vague and doubt the plan will be followed, based on past experiences. Others argue planning beyond 3 years is unrealistic due to political uncertainty. Constraints could include:

- Funding constraints
- Environmental constraints
- Government policy
- Elections and structural changes

12) Do you agree with the design brief set for:				
Location	**Agree**	**Disagree**	**Don't Know / Unsure**	**Total Responses**
St James' Swimming Pool site	19 (48.72%)	7 (17.95%)	13 (33.33%)	39
Former Debenhams building	30 (76.92%)	2 (5.13%)	7 (17.95%)	39
Church Street car park	29 (74.36%)	4 (10.26%)	6 (15.38%)	39
Port and Timber Yard	30 (76.92%)	5 (12.82%)	4 (10.26%)	39
Common Staithe Quay	24 (61.54%)	4 (10.26%)	11 (28.21%)	39
Boal Quay	25 (64.10%)	6 (15.38%)	8 (20.51%)	39
West Lynn	27 (69.23%)	0 (0.00%)	12 (30.77%)	39

1	key concern is loss of leisure facilities for those residents living away from the lynnsport area, whilst benefits of new site are noted, having one area with all the leisure/sports facilities which is outside of walking distance for areas like South Lynn or the Friars may not be the best approach.
2	Very well laid out plans that will provide great benefits to our town
3	These all need regeneration

12) Do you agree with the design brief set for:

4	West lynn is brownfield space currently unused
5	As long as these plans are sympathetic to their surroundings then it's all good.
6	Not sure
7	The swimming pool is a prime example of how narrow minded you lot are and how you don't listen or don't care about the people in King's Lynn. Leave the pool where it is and build a new one there. By putting it at Lynnsport you are depriving the bowlers of their hobby, a place for the lonely to meet. Plus North Lynn isn't a place you'd want to be at any time of the day
8	As above
9	n/a
10	The more mixed use spaces the better - avoid zoning and increase mixed-use lived gentle density in the heart of the town above retail space.
11	Require more information
12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
13	I thinks the old Debenhams could be used in a multiple ways. Such as: 1) A central gym like you see in Norwich and many other cities. 2) Central Spa, you need to bring people into KL and this would help 3) Bar/Restaurant 4) Bakery 5) Indoor leisure such as mini golf 6) High quality apartments above
14	Swimming pool etc needed in town centre, not LynnSport
15	Agree to all
16	I would be concerned about the impact of replacing all those parking spaces with green spaces. If people can't come in and park their cars, it might drive them elsewhere if they don't want to use other transport.
17	The proposals improve and enhance the sites by increasing green/public spaces whilst retaining some functional use.
18	The ideas & design is favourable
19	West Lynn brownfields are overdue development, and this proposal is much more sympathetic than other previous ones. Removing a car park in town seems short sighted if you are also increasing residential units

12) Do you agree with the design brief set for:

20	Not to be left destitute ' but to gain " to protect save public attractions and Hoilerday makers Bishop off Lynn - reminder of the wild spread historical town " Kings Lynn . And castle rising ' car parking is a must have " Debenhams newly build " But to think of nosie limits ' No night clubs for living residents " St James swimming ' A new built pool Olympic .Port timber Yards Docks survival for the future cargo delivery. ..West Lynn the boat crossing to continue green spaces new birth pathways for cyclist Pavement areas resurface ..
21	Not really sure. But it looks like so many parking spaces are going to be lost. Spaces being lost that are behind and in front of the Corn Exchange does not sound like a good idea. The Corn Exchange seats a lot of people and many people visiting are unable to walk far
22	Sensible, esp. nature reserve for West Lynn.
23	I question whether the swimming pool should be moved from the centre?
24	n/a
25	The riverside area needs more green space. not more commercial/entertainment/dining. Please see comments above.
26	Strongly disagree with moving the St James pool out to Lynnsport for too many reasons to list here but this masterplan is all about making the town centre better and moving one of our best facilities out of the town centre is a big mistake to me. And so wasteful. Improve what's already there - it's a big site with lots of potential for a bigger, better pool facility. Debenhams desperately needs work to help revitalise that end of the High Street but will take massive investment. Church Street - yes, put housing along the street frontage. Boal Quay - extend Hardings north to make a bigger, better green space.
27	-
28	Its all about bringing areas to attract visitors into the town when people often bypass as they head to the coast.
29	Thought has been given to improve the presentation of the town
30	
31	.
32	As mentioned on previous section, do not agree with the decision to close St James Swimming pool, hence my rating. Residential buildings there should be no more than 3 stories high.
33	At first overall review, al of these plans are looking towards enhancing each of the areas and providing mixed spaces and new development.
34	Agree = I know and approve of what you're saying. Unsure = I would like more detail. Disagree = means what it says because I don't agree with moving the swimming pool. IF it needs replacement, it should remain precisely where it is, easily accessible to people outside the town by public transport without having to get on a second bus. Church Street - yes, the street needs its east side "reclaimed. Debenham's - yes it's vital to do something with it. It dominates that end of the street - not fair on the smaller traders. Don't turn the waterfront into a pretty-pretty dressed-up area - its character has developed naturally into its present appearance - it's plain but not unpleasant, still a nice place to go to enjoy the river views.

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12) Do you agree with the design brief set for:	
35	Do Debenhams.
36	Too many town centre parking spaces lost?
37	Improve the links between West Lynn and the Town.
38	Would like more info near the design stage on what the St James Swimming Pool site will be.

Summary and Key Themes

Overall agreement with all design briefs. Most disagree and Don't Know/Unsure are for the St James Swimming Pool site, this reflects other comments in the consultation.

Many feel the plans are well laid out, beneficial, and sympathetic to the town and agree the town needs regeneration. There is agreement that the proposals show thoughtful design, however some want more information before forming a view. Responses emphasise that regeneration is overdue in some places such as:

- Debenhams
- Boal Quay
- West Lynn brownfield land

Opposition to Moving St James Swimming Pool

Some strongly disagree with relocating the pool to Lynnsport, concerns include:

- Poor accessibility for South Lynn, the Friars, and non-drivers
- Loss of a central, social, and inclusive facility
- Impact on bowlers and community groups at Lynnsport
- Safety concerns about North Lynn
- The belief that the existing site has huge potential for improvement

Several argue the pool should be rebuilt or upgraded on its current site, not moved.

Debenhams: Consensus that It Needs Action

Strong consensus that Debenhams must be redeveloped urgently. Suggestions include:

- A central gym
- Spa
- Bars/restaurants
- Indoor leisure (mini golf, etc.)
- Mixed-use with apartments above

West Lynn

Broad support for developing West Lynn's brownfield sites. Positive reaction to proposals for:

- Nature reserve
- Improved green spaces
- Better cycling/walking routes
- Some want the ferry crossing protected and enhanced.

Support for improved links between West Lynn and the town centre generally.

Support for Mixed-Use Development

Several respondents want:

- More mixed-use spaces
- Housing above shops
- Avoiding rigid zoning
- "Gentle density" in the town centre

Green Space & Public Realm

Many support increasing green/public spaces, especially along the riverfront.

Some suggest the St James Pool site could be turned into a garden/ sculpture park with links to the "Rail to River" route and preserving sightlines.

Concerns raised regarding the riverfront:

- Over-commercialising the riverfront
- Making it too "pretty-pretty" and losing its authentic character

Parking Concerns

Concerns raised about losing too many parking spaces, especially near the Corn Exchange and in areas serving new residential developments. Fear that reduced parking will:

- Push visitors elsewhere
- Make events harder to access
- Disadvantage people who cannot walk far

Key Priorities Identified

- Keep the swimming pool in the town centre
- Redevelop Debenhams urgently
- Ensure parking remains adequate
- Protect the riverfront's character
- Deliver sympathetic, heritage-aware development
- Provide accessible leisure for all neighbourhoods

13) Do you agree with the key design principles identified for improved public realm at:

Answer Choices	Agree	Disagree	Don't know/unsure	Response Total
Purfleet Quay and South Quay	30 (76.92%)	2 (5.13%)	7 (17.95%)	39
King's Staithe Square	29 (74.36%)	2 (5.13%)	8 (20.51%)	39
Devil's Alley	31 (79.49%)	3 (7.69%)	5 (12.82%)	39

1	n/a
2	N/a
3	Good starting point
4	All good enhancements
5	I'm not sure if Devil's Alley would be used appropriately but I like the idea of open space so long as neighbouring Boal Quay has enough going for it.
6	No.
7	It's our historic Quarter. And needs to be preserved
8	
9	n/a
10	Yes but do much more to reduce vehicle access - the fewer cars the better - the fewer exceptions the better - use automatic bollards as they do in Francy (visit Le Crotoy to see in action) to only permit access for delivery at certain hours. The more you can enhance the environmental quality of the public realm, the better. In particular, as you propose, create a destination: • that encourages locals and attracts visitors to the area • that celebrates the town's Maritime and trade Heritage

13) Do you agree with the key design principles identified for improved public realm at:

	• with relaxing places to sit and socialise or simply enjoy the view across the river, with comfortable seating and a welcome for people of all ages and abilities • that has more green spaces and more trees and flowers wherever possible.
11	Require more information
12	King's Staithe Square looks like it is now in the plans - no major changes! Have you consulted the owners of The Bank House?
13	N/A
14	Good
15	Agree to all
16	Same reasons as previous question.
17	The proposals greatly enhance the areas for public use and social involvement; these bring King's Lynn up to date as opposed to a rather jaded presentation.
18	These are prime historical and tourism hot spots and would therefore highly benefit from the new ideas
19	Sound principle
20	Yes I agree .
21	Would be good for more places to sit and eat own food outside
22	Sensible. Native species & suitable water features for biodiversity.
23	Agreed
24	Ensuring that the plans continue to include public arts / performing space and the built environment is sympathetic to the current architecture and history of the quayside - and try to bring the maritime history of Lynn to the forefront.
25	Please see above comments.
26	I'm confused by the ref to Purfleet Quay - can't find anything about Purfleet in the exhibition boards. I would say leave the Purfleet as it is - we don't need it to be a 'performance space' or anything like that.
27	-
28	Anything is an improve on what is currently there although I do wonder how the greenery will survive following a high tide and the affects the salt water may have on the plants?

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13) Do you agree with the key design principles identified for improved public realm at:

29	All these sites are an important part of the oldest part of town - Devil's Alley in particular is in need of beatification.
30	I fail to see what the development of Devil's Alley is seeking to achieve and I am not sure that more permanent public performance space on King's Staithe is required beyond what would result from opening up Tuesday Market by relocation parking.
31	.
32	Think these are good re-development and use of these areas.
33	Again it appears that the Riverfront car parking will be removed - need to consider accessibility to these areas, and how individuals will access the new facilities - re my point about Tuesday Market Place being a very well used car park. There is no public transport option currently to move around the town.
34	South Quay King's Staithe: I'd want to see more detail of the overall aim. Please don't stick trees everywhere; it's not a park. They aren't part of the character of the area. One of the big things here is the clear view of the Custom House as you come round from South Quay plus a clear view down river towards the Wash and the sweeping curve of the river looking south. Why on earth would they need a line of trees getting in the way? Devil's Alley - sorry can't comment - I've lost track of all the grand schemes that have been proposed here! I now can't see clearly what the site really needs but if you want trees anywhere turn it into a pocket park.
35	Can't remember the design principles. Would have been good to link them up to the survey. Disagree with the garden proposal for Devil's Alley.
36	Not sure about trees & planting in King Staithe Square.
37	Consider the use of the Custom House dock as previously explained to create a floating building of exciting and innovative design, perhaps echoing Captain Vancouver's ship HMS Discovery in which he sailed to explore and map the North West coast of what is now America and Canada. Innovative timber construction echoing a ships form but with useful indoor and outdoor space to use for education, exhibition and community uses with a theme of promoting an ethos of adventure, exploration and discovery in connection with the maritime heritage an opportunities.
38	Kings Staithe Square needs access for parking for Bank House, and room for events. Room required on pathway to avoid cars going through square.

Summary and Key Themes

High levels of agreement for each proposal with mixed but low disagreement or Unsure/Don't Know. Many respondents feel the proposals are a good starting point and offer strong enhancements to important historic and visitor-focused areas. Several agree the plans would modernise and uplift parts of the town that currently feel tired

Heritage & Character

Strong emphasis on preserving the historic quarter, especially around King's Staithe Square, South Quay, and Purfleet Quay.

Some want minimal change to Purfleet Quay and King's Staithe Square, preferring to keep their existing character.

Clear desire for any new design to remain sympathetic to the quayside's architecture and maritime heritage.

Some support for use of the Custom House and Purfleet Quay for a floating building for education, exhibition and community uses.

Public Realm Improvements

Many respondents support:

- More green spaces, trees, and planting
- Comfortable places to sit, relax, and enjoy river views
- Spaces that welcome all ages and abilities
- More outdoor areas where people can eat their own food
- Public art and performance spaces (though not universally supported)

Some concerns:

- Saltwater and high tides may affect plant survival.
- Too many trees could block iconic views, especially of the Custom House and the river bend.

Vehicle Access & Parking

Strong calls to reduce vehicle access, with suggestions such as timed automatic bollards.

However, others are worried about:

- Loss of riverfront parking
- Reduced accessibility for those who rely on cars
- Lack of public transport options to move around the town
- Tuesday Market Place is highlighted again as a heavily used car park, and removing spaces may cause issues.

Devil's Alley

Views are somewhat mixed:

Some see it as an area in need of improvement or "beautification" and support a pocket park.

Others:

- Are unsure what the proposal aims to achieve
- Disagree with turning it into a garden or performance space
- Worry it may not be used appropriately

South Quay & King's Staithe Square

Many support improvements but want more detail on the overall vision.

Strong warnings not to over-green the area — it is not a park, and trees could disrupt historic sightlines such as to the Custom House.

Desire to celebrate maritime and trading heritage more prominently.

General Comments

Broad support for enhancing the riverfront and historic quays.

Strong desire to balance:

- Heritage
- Accessibility
- Environmental improvements
- Practical use

Some mixed views on Devil's Alley and performance spaces but general support.

Concerns about parking loss and maintaining key views.

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Which of the below best describes you as you complete this survey (choose all that best apply)

Answer Choices			Response Percent	Response Total
1	Resident of the borough		76.09%	35
2	Business or business group		6.52%	3
3	Community group		8.70%	4
4	Landowner or investor		2.17%	1
5	Partner organisation		2.17%	1
6	Parish council or councillor		2.17%	1
7	Borough or county councillor		0.00%	0
8	MP		0.00%	0
9	Council officer		0.00%	0
10	Prefer not to say		0.00%	0
11	Other (please specify):		2.17%	1

1	Family lives there, I'm now just outside the borough.
2	Live with family
3	Visitor to and lover of the town
4	Local/social historian used to analysing what makes the town tick

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What is your gender?

Answer Choices			Response Percent	Response Total
1	Female		45.00%	18
2	Male		55.00%	22
3	Non-binary		0.00%	0
4	Prefer not to say		0.00%	0
5	Prefer to self-describe		0.00%	0

How old are you?

Answer Choices			Response Percent	Response Total
1	Under 18		0.00%	0
2	18-24		2.50%	1
3	25-34		10.00%	4
4	35-44		15.00%	6
5	45-54		25.00%	10
6	55-64		27.50%	11
7	65 and over		20.00%	8
8	Prefer not to say		0.00%	0

Do you have any other comments?

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1	No.
2	Listen to us, the people. We know best. Don't let us down.
3	n/a
4	Please do all of this and more - King's Lynn should be an absolute gem of a place - it has so many beautiful buildings in a stunning location.
5	Keen to be directly involved in the decisions is this only possible if I become a councillor?
6	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!
7	I look forward to seeing these developments and the current ongoing ones - especially the arts center.
8	No
9	45-54 in age but thinking about the very disadvantaged young people I work with when answering some of the questions, as it is their futures and jobs I am most interested in improvements for.
10	No
11	My comments I have revealed ' ! ..
12	I am a landowner and investor wishing to improve the Borough. I find the planning process too restrictive, time consuming and an obstacle to achieving growth.
13	Thank you for the opportunity to offer feedback.
14	It's v hard not to be cynical about yet another round of consultants who don't live in or know the town telling us what is best for us. You could fill library shelves with all the various reports that have come out in the last couple of decades and really, what has changed for the better? It's all too top-down.
15	-
16	No
17	I hope that funding is made available for the majority of the plan to be completed (in my lifetime)
18	Many thanks to the people who manned the exhibition on the Tuesday Market - excellent and helpful and enthusiastic! Most people I have talked to are unaware of the plan and proposals, could there be more publicity?

Do you have any other comments?	
19	This wasn't easy to do on-line unless a smartphone can help, which I don't have. Haven't had opportunity to return to do the q'naire on paper and that shouldn't be necessary unless you don't have on line facilities. You need to see both subject boards and q'naire at the same time - preferably in the same order. I'm not an IT buff but I'm used to using it. If I've got the wrong end of the stick in so doing, is that my fault? Or whoever devised the questionnaire?
20	I had to really search to find this survey. It wasn't available on the Vision KL website.
21	I am recently retired from teaching at Springwood High School and would be very interested in engaging further in the development of these exciting plans.

Summary and Key Themes

Strong Desire to Be Heard

Several respondents emphasise that the council must listen to local people and not let them down.

Some express frustration with past consultations that felt top-down or ignored.

Pride in King's Lynn & Ambition for Its Future

Many believe King's Lynn has the potential to be a "gem of a place" thanks to its historic buildings and setting.

There is enthusiasm for the proposed developments, especially the ongoing Guildhall Project and wider regeneration opportunities.

Interest in Being More Involved

One respondent asks how to be directly involved in decision-making, wondering if becoming a councillor is the only route.

St James Swimming Pool Site

A recurring suggestion is to turn the site into an open space - some argue not every site needs immediate development.

Thinking About Future Generations

One respondent notes they answered with disadvantaged young people in mind, focusing on their future opportunities.

Planning System Concerns

One landowner/investor finds the planning process restrictive, slow, and a barrier to growth.

Appreciation

Thanks given for the opportunity to comment.

Praise for staff at the Tuesday Market exhibition — described as helpful and enthusiastic.

Cynicism & Consultation Fatigue

Some feel sceptical due to:

- Many previous reports with little visible change
- Consultants who may not understand the town
- A sense of repeated cycles without delivery

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Funding Concerns

Hope that funding will be available to complete most of the plan within their lifetime.

Public Awareness & Communication

Many people reportedly didn’t know about the plan.

Calls for better publicity and online access to the survey.

Several found the online questionnaire difficult, especially without a smartphone.

The layout reportedly made it hard to view boards and questions together.

Additional Consultation Feedback

1.

Dear Sir or Madam,

I would like to provide my comments on the proposed masterplan, with particular interest in the West Lynn areas.

I feel that improvements should be made to the West Lynn ferry service and its associated facilities to ensure the continued operation and increased use of this currently underutilised service. Enhancements to the West Lynn eastern boundary, including commercial development such as cafés alongside improved nature areas, would strengthen the village while ensuring that important views of King's Lynn's heritage are maintained.

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Improving the ferry service through better access, additional car parking, and increased promotion would help ease traffic congestion into the town centre and reduce the town's overall carbon footprint. As a local dog walker, I would also be very keen to see improvements made to the West Lynn boardwalk, which has significant potential as a recreational and heritage asset.

I strongly believe that suitable allocation should be made for affordable housing within both the King's Lynn and West Lynn areas. West Lynn, in particular, offers an ideal opportunity to deliver affordable housing away from the constraints of the historic town centre, while supporting better connectivity into the town.

I support the allocation of the Del Monte and Dreggings sites for enhanced nature areas, which would help preserve and enhance views of King's Lynn's heritage. These areas would be well suited for dog walkers and visitors from villages west of the River Ouse. There is also potential for small-scale commercial uses, such as cafés or visitor centres linked to nature walks, that would make positive use of the riverside setting.

In addition, I strongly support the use of the Del Monte site to provide improved parking facilities for the local school. School-related parking is currently limited and contributes to congestion within the village at peak times. Allocating suitable land at the Del Monte site for school parking would improve safety, reduce traffic pressure on residential streets, and support better access for parents, staff, and pupils, while also complementing ferry parking provision.

Further improvements to the ferry service, including better steps and parking provision, could also be supported through land allocation at the Del Monte site. Additional parking along the West Lynn boundary would encourage ferry use, reduce car traffic entering the town, and lower carbon emissions. The combined use of this site for ferry, school, and visitor parking would represent an efficient and sustainable use of land.

While I support the protection of the Del Monte and Dreggings sites for nature and heritage-focused uses, I believe that affordable housing should be directed to other suitable areas within West Lynn. Land adjoining Blackthorn Drive, and other

similar sites, should be considered for affordable housing development. This approach would help meet local housing needs without compromising key riverside views, heritage settings, or nature areas identified in the masterplan.

By allocating affordable housing to appropriate sites in West Lynn away from the riverbank, pressure on the town centre can be reduced. This would allow greater focus on enhancing key elements of the masterplan, such as nature areas, historic spaces, and transport routes, while still delivering much-needed housing for local people.

Overall, the areas allocated within the masterplan appear well considered and broadly aligned with the needs of the town and surrounding villages. I particularly support the focus on improving nature areas and maintaining heritage views from the West Lynn village and boardwalk sites. Commercial uses such as cafés would help meet the cultural and social needs of the village and attract more visitors to the King Charles III coastal path, further supporting ferry usage and improving town connectivity.

I would also like to see further consideration given to improving public transport routes, including the ferry service from West Lynn and a review of the bus lane from South Lynn into the quay, which may be better utilised for general traffic.

I believe the proposals are positive and will benefit both King's Lynn and West Lynn. With careful consideration of nature, heritage, transport, education, and affordable housing, this represents a valuable opportunity to create a better connected, more sustainable town.

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2.

Thank you for the opportunity to meet with yourself and members of the Local Plan team too during your information event at the Corn Exchange last Friday. It was very helpful to be able to gain a better understanding of the Masterplan proposals which are exciting and important too for the future of the town and borough. We were unable to submit responses on the electronic questionnaire as the QR code was not active at the event and so wee concerned that we would miss the consultation deadline. However please find enclosed written responses which we hope can be included in the overall response. The key points we raise are:-

- Active transport links across the river should include improvement of the current road bridge to encourage walking and cycling into town from the West Lynn side.

- Principles and examples of sustainable and where possible zero-carbon building projects and practices should be stated and pursued in the plan. Examples might include timber constructions where possible, co-location of data storage centres to provide zero-carbon and reduced cost community hating options.

- Consideration should be given to the use of the Customs House dock for a floating structure/building echoing Captain Vancouver's ship HMS Discovery and the spirit of exploration, creating an educational and community focused space looking outwards and forward but with inspiration from the important history of the town.

We are quite sure you will have plenty to consider from the responses you receive thank you for your time and important work. We would be happy to engage in any further work in the future.

Public Consultation Questionnaire Comments

Please use this space to add any further comments (The priorities for our town).

	Comment ***These comments are unedited from the public consultation questionnaire.***	**Response**	**Response Reference**
1	Redevelop the old Debenhams store as low rental accommodation. This would also work for other empty shops and buildings.	Increasing residential density in the town centre is a priority and is supported by planning policy, The King's Lynn Ten Year Vision For the Pride in Place Programme, the West Norfolk Economic Strategy as well as the King's Lynn Masterplan. The Masterplan identifies the potential for mixed use redevelopment of Debenhams, including residential use. The tenure of this would be defined at a more detailed design stage following adoption of the masterplan.	**1**
2	Any future buildings MUST be sympathetic architecture. Modern is ok but generally we need to see better building quality and stop with the very 1960s style bland exteriors. Please make this a priority. Lynn's historic quarter is one of the most beautiful towns, and this is the kind of architecture we need - aesthetically pleasing and well crafted.	High quality design is a key part of the masterplan and is integrated via both the Harness History and Culture and Built Form and Public Realm strategies. These strategies will feed into future proposals and developments to celebrate King's Lynn's heritage, using its historic fabric and form as a catalyst for high-quality, sustainable growth as well as repair and reconnect the urban fabric of the town. This will support high quality mixed-use, higher-density development and public realm that brings activity, life, and balance back into the town centre.	**2**
3	We just need double the size of the town or to start connecting/ growing the villages in the area. As there is not much round here. We need a few more direct trains to Peterborough and Norwich to. We need more affordable housing like another block of flats built. The government are building in Kent and Manchester but not Norfolk as much as this upsets me.	The King's Lynn Masterplan, King's Lynn Ten Year Vision For the Pride in Place Programme and West Norfolk Economic Strategy advocate for increased residential density in the town centre to provide much needed homes in a sustainable location near to public transport and active travel infrastructure. In addition, the increased residential density will support the vibrancy and vitality of the town centre. While beyond the immediate scope of the Masterplan, both the Borough Council and Norfolk County Council recently adopted the updated 2026 King's Lynn Transport Strategy (KLTS) which supports the Ely Area Capacity Enhancements (EACE) and investigation of other rail improvements. The Borough Council works with transport colleagues at	**3**

		Norfolk County Council to lobby for improved rail service to King's Lynn and the borough, in line with the KLTS.	
4	Invest in more roads. A road similar to the North Circular is desperately needed with all the new homes being built. No one can cycle everywhere!!	The Masterplan Transport and Access Strategy supports modal shift by encouraging better connections for people-first movement including walking and wheeling, cycling and public transport within the urban centre of the town as well as links to the wider area. However the masterplan has been informed and will work in association with the King's Lynn Transport Strategy. This document supports strategic road infrastructure projects such as the A10 West Winch Housing Access Road, A17/A47 Pullover Roundabout improvement scheme, A149 Improvement and A47 Tilney to East Winch to dual carriageway improvement. Norfolk County Council and partners will continue to investigate how these schemes can be brought forward.	**4**
5	I think young adults need something to do that they will engage in/be interested in. A retro arcade centre/VR arcade for example would be brilliant for the old Debenhams building. We need better clothing shops in the town centre, no more vape shops please!	Whilst the Borough Council has limited control over the exact uses that go into high street shops beyond planning use classes and licensing, masterplan strategies Land Uses for Local Needs and Harness History and Culture aim to celebrate King's Lynn's heritage and reinforce the towns role as the social, cultural, and economic heart of West Norfolk thereby supporting a mix of high quality uses in the town centre. For the Former Debenhams site, the masterplan proposal has been informed by suggested uses and is currently showing Class E at ground floor, this is a planning use class that allow for Commercial, Business and Service uses which would ensure active uses fronting the high street with residential and other uses to the rear and upper floors. Suggestions for uses will help shape more detailed design proposals going forward.	**5**
6	Delighted to see you are proposing to remove the awful car park from Tuesday Market Place. It would be wonderful to reclaim this space as "a vibrant common ground for celebrating, performing, resting, and gathering." I also love the proposal to improve the area with heritage-sensitive greening and landscaping. It should	Feedback noted.	**6**

	be the beautiful heart of the town, safe for pedestrians, particularly families, to stroll and enjoy café culture.		
7	The town needs to be attractive both visually and by description for both the people who live here and visitors. Developments should be focused on this goal which would then ensure it is a nice place to live and for tourists to visit. If developments achieve this potential wealth opportunities would evolve which leads to opportunities for further development.	Please see **Response Reference 2** regarding high quality, mixed use development. The Masterplan both as a general key theme and more specifically through the identified opportunity sites and Strategy Land Uses for Local Needs seek to improve both the residential and visitor offer in the town centre balancing the needs of each. The Evolve and Adapt Strategy also reflects how early improvements can lay the foundations for further development, as suggested.	**7**
8	I think the three key areas to regenerate a d improve are: 1) Town centre, especially the High Street near Debenhams 2) Riverside/Quay and Boal Quay area 3) Near the train and bus station. This includes the old post office and the area as round this.	All three areas identified are included within the masterplan, the town centre is the focus of town wide strategies and opportunity sites within the town centre. This includes the former Debenhams building specifically. The riverside and Boal Quay are identified for public realm improvements and new development, as part of a wider 'riverside regeneration area (From Purfleet Quay/King's Staithe Square along South Quay, Devils Alley and Boal Quay linking to the Southgates Regeneration Area and Harding's Pits beyond). The former Post Office is included as an opportunity site, but no further work has been undertaken within the masterplan project as there is an extant planning permission which can be bult out for Class E (commercial) use at ground floor and 34 residential units above. In addition, the area between the Train Station and Bus Station will be improved as part of the County Council's Sustainable transport and regeneration scheme (STARS) Scheme which will create better, more direct links for pedestrians and cyclists together with public transport measures on the gyratory (one way) system and adjacent streets as well as Baxter's Plain - Improved public realm and pedestrian environment in the area around the new Library.	**8**

		Feedback will also help future schemes informed by the masterplan in key areas around to town such as the High Street around Debenhams and the one-way system.	
9	Just to say that I support all the above initiatives which if fulfilled will make King's Lynn a thriving popular town.	Feedback noted.	**9**
10	I love to see all of the above take shape. Improvement in cycle paths & safe connectivity while cycle would be wonderful as I use my bike a lot. Safer streets for me as a female would be great too.	See **Response Reference 4 and 8** for details on active travel connectivity and the Sustainable transport and regeneration scheme (STARS) Scheme**.** Safety is key priority both identified in previous feedback that has fed into the King's Lynn Ten Year Vision For the Pride in Place Programme and Masterplan. This is represented in the Masterplan Strategies which advocate and will shape development towards investing in the town centre to ensure more people are using the space at all times of the day whether this is through an increase through the number of people living in the town centre and residential density or creating more of a destination with more vibrancy and visitors. We have consulted the Police as well as the Council's Community Safety and Neighbourhood Nuisance Team and Public Open Spaces Teams to ensure safety is considered as the masterplan and this will continue as individual development projects come forward.	**10**
11	Street safety measures Drugs users or dealers awful smelt substances smokers " street drug Patrol dogs to consider to stop the drug crimes " train station platform,s car searches walking patrol dogs in car parks sniffing . Council areas to me indicate monitor possible drug dealers inhabitants. ..areas to live in safer .	See **Response Reference 10** in terms of who we are consulting on regarding safety. It has been an important consideration as the masterplan progresses, especially in terms of public realm proposals. We will also continue working with partners such as the Police and local community groups such as the Beacon in North Lynn through the Pride in Place Programme. This work will continue and include the master plan and projects coming out of it into the future.	**11**
12	Town Centre revitalisation must focus on the importance of managing the decline of retail yet still providing essential retail services and variety for town centre residents and visitors. New Conduit Street and Broad Street are not in keeping with the towns historic appeal and detract from the charm and are okay for national retailers. If the town is to become a major tourist	Please see **Response Reference 2,3, 5 and 8** in regard to Masterplan Strategies and the King's Lynn Ten Year Vision For the Pride in Place Programme which support high quality design and mixed-use development that supports local needs and the town centre, this includes the support for new culture and leisure uses that diversity the offer from just retail whilst supporting any existing and use retail uses. This also	**12**

	attraction provision there must areas on the character streets made available to smaller independent specialist retailers to add variety and choice to the retail mix. However to do this rent and rates have to be affordable small businesses are in decline and being crucified by higher operating costs. Ours is a rural economy and without viable alternative access we have to accommodate vehicles at an affordable price to avoid driving business to the edge of town large free parking retail parks.	outlines other plans/planning permissions that support the vibrancy of the town centre and the overall vision. In addition, the Borough Council are exploring further options for High Street repurposing beyond the masterplan to support high street businesses supported by the Pride in Place priorities and 10 Year Vision. Parking within the masterplan seeks to take a phased approach whereby the disjointed and numerous surface car parks across the town centre are rationalised and repurposed for more effective use as proposed within the masterplan. The approach seeks to be flexible and adaptable, the masterplan proposes no significant loss of parking over the short and medium term. Longer term parking options seek to align with improved active travel and public transport options in accordance with current policy. A monitor and review approach will be key as individual developments come forward to assess the impact on parking across the town at the time and the resultant requirement of spaces. Interceptor car parks at the edge of the town centre which would be more efficient and still conveniently located for parking are proposed alongside supporting better utilisation of the central multistorey car park. Spaces within the heart of town will however be retained for disabled parking and for those who may need to park closer to amenities, acknowledging that a range of options are needed for the whole community. This is also reflected in the Parking Strategy document being developed alongside the masterplan.	
13	There has to be a holistic approach to all of the above to ensure project are not developed in isolation or with no long term evolution considered. For instance, the town centre revitalisation should feed into public improvements and drive community capacity. One off improvements with no long term benefits (or ability to	The purpose of the Masterplan is to bring together the various strategies and plans that have been developed into one cohesive and holistic vision for the town over the next 10 to 20 years and beyond. This has also been informed by various feedback gained from public consultation for the Pride in place Programme. The Masterplan has been developed to align with the King's Lynn Ten Year Vision For the Pride in Place Programme as well as the West Norfolk Economic Strategy to ensure a joined up and complementary approach to development in the town.	**13**

	sustain over 5 years plus) should be avoided. Transport and connectivity should also be at the forefront of planning to avoid the current trends of centres surrounded by new housing developments without any community and / or neighbourhood services of their own - creating soulless developments reliant on car based transport.	With the Masterplan Strategies, Evolve and Adapt seeks to drive visible, incremental change through early projects that build confidence, unlock investment, and lay the foundations for larger, long-term transformation across King's Lynn. This includes considering meanwhile uses and ensure that there is a flexible and joined up approach to delivering quick wins as well as longer term developments. Please see **Response Reference 4** regarding transport both within masterplan strategies and the King's Lynn Transport Strategy (KLTS). To add to this, the Borough is worked directly with the County Council's transport teams in developing the masterplan to ensure a joint early approach. Alongside the KLTS, the masterplan is also considering and informed by the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) to ensure masterplan proposals are compatible and support the plan where possible. The LCWIP sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium and long term.	
14	I am concerned by the plans to develop the riverside and Church Street areas. I live in the streets between the river and the Minster, which is a dense residential area. There are already a number of businesses along the river front in this area (Marriotts Warehouse, No1 Bar and Kitchen, The Rathskeller) which create a lot of noise including live and/or amplified music late at night several nights a week all summer and for much of the rest of the year also. This is already too much for the area and means residents cannot enjoy their homes and gardens in peace, and there is no consideration given to shift workers (our town's key workers) living in the area who may be starting work early on Saturdays and Sundays and are being disturbed by late night noise on Fridays and Saturdays. At the other end of this area in question is the White Hart pub which has live amplified music every Friday evening which can be heard two streets away - this is at the end of Church Street which is also within the	Masterplan Policy Land Uses for Local Needs seeks to reinforce King's Lynn's role as the social, cultural, and economic heart of West Norfolk through land uses which meet the needs of local people, nurture local talent and industries, and focus energy, investment, and connectivity in the town centre. The masterplan supports appropriate mixed use development which is also supported within national and local Planning Policy. The town centre is a sustainable location and a mix of compatible uses helps to improve town centre vibrancy. A mix of uses can successfully exist together and successful urban centres celebrate a diversity of uses and alongside residential density. However, one use should not be at the detriment of the other and this requires careful planning and consideration at all stages of development design and testing. At this point, residential uses are planned for Church Street as a long term scheme. New homes, including those that are affordable, are a key	**14**

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	development area. Any plan to redevelop the river side and Church Street areas needs to take into account the needs of residents to enjoy their homes in peace - the Council should not be planning more commercial / entertainment premises in this densely populated residential area. Any development on brownfield sites here should be residential including affordable homes, or green spaces for everyone to enjoy.	part of masterplan. Exact tenure would be established at more detailed design phases on sites. The Riverfront is an opportunity to bring forward heritage-led regeneration which capitalises on the town's interlinked historic, cultural and environmental assets, this includes the development opportunity at Boal Quay for residential led mixed use. Currently, the broader riverside area has a range of mixed use but there is a dominance of vehicles over pedestrian and cycle movement. There is a clear opportunity for people-centred and flood-resilient public realm improvements which transform the riverfront into a celebrated destination, and can act as a catalyst for further improvements to adjacent buildings and spaces. This also supports the orange route along South Quay in the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). By reprioritising space for people and regenerating the key brownfield sites on the quay, we are responding to public feedback that the riverfront is currently underutilised and we need to capitalise on the asset as a vibrant part of the town centre. The concept for the riverfront public realm is to reduce vehicle dominance and make the space more people centred as well as introducing green space. Specifically, Devils Alley is planned as a community garden led space with planting, seating, informal play and a small commercial opportunity towards the riverfront – this has been zoned to ensure that privacy, community use and riverfront activation are balanced, with quieter spaces adjacent to residential properties. This has been developed following previous feedback on previous schemes at this site, which will further evolve based on consultation and co-design.	
15	It's hard to say that any of these are 'not important' as they are all key to a successful town centre. However, I would say that safer streets is less high priority - I think we have a v safe town. Anti-social behaviour is a symptom of other issues and they need to be sorted to solve this issue	Feedback noted.	**15**

16	The overall plan is good, I have concerns about the community use and whether the groups would need to keep the buildings in good repair.	Whilst the masterplan and opportunities coming out of it are at a higher level, consultation will continue be key and will carry on into any detailed design stage to make sure community uses are supported and anything delivered is maintained into the future.	**16**
17	I assume you want feedback from a personal rather than an overall altruistic point of view. I am retired and the younger members of my family do not live here so while overall all these things are important to the community as a whole, what is above is importance as they affect me personally.	Feedback noted.	**17**
18	All of these things are of course important for a town. Frustrating, should it not be taken for granted that all these things should be invested in?	It is noted that all priorities are important and all are brought into and central to the overall masterplan as well as the King's Lynn Ten Year Vision For the Pride in Place Programme.	**18**
19	I strongly believe that all the priorities are equally important and should underline and inform all future development in the town. They are all essential elements of a thriving community. You could to the these the need to integrate and respect nature and biodiversity as far as practically possible in an urban context.	See **Response Reference 18** above. In terms of respecting nature and biodiversity, Masterplan Strategy Harness Natural Assets seeks to celebrate King's Lynn's existing natural landscapes including the riverfront, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these. The aim is to ensure development delivers a high quality of environment for existing and future users and this feedback reinforces the need for this.	**19**
20	Target residents in King's Lynn and wider area on what's on in King's Lynn on social media.	Please see details in this report for the second public consultation and how we reached more people to gain feedback on the draft final masterplan. This included social media and reaching out to a diverse audience with more engaging and simple online content including an interactive online version of the masterplan as well as providing physical drop-ins in high footfall areas of town in order to maximise the opportunities for the public to get involved.	**20**

What ideas for projects or activities – including improvements that could be made quickly – do you have for the priorities? You don't have to give feedback on all of the priorities; you can provide ideas for as many priorities as you would like.

	Comment	Response	Response Reference
1	general tidying around the town centre - keeping to consistent colour schemes for bins/signage etc, planting improvements, pavements. Finding a way to encourage businesses back into the town centre and encourage people to 'linger' to contribute to overall vitality.	See **Response Reference 19** in regard to urban greening and planting. The Council operates a regular maintenance programme and feedback such as this helps shape priorities going forward. Please see **Response Reference 2,3, 5, 8 and 12** in terms of overall vitality in the town centre.	**21**
2	Getting the town centre back to its former glory by reopening derelict buildings and creating new and exciting facilities within them. Which will in turn increase footfall and revenue for further development and expansion on future projects.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre vitality and reopening derelict buildings.	**22**
3	Protect the bus services as it is the way for the poor or elderly to get about.	Feedback noted, the Borough Council is working with the County Council to deliver the King's Lynn Transport Strategy (KLTS) which seeks to promote public transport and grow annual bus usage. The masterplan strategy Transport and Access further supports this.	**23**

4	Offline cycle path connecting town to villages such as Gayton	Feedback noted. The Borough Council works with Norfolk County Council to deliver active trave schemes including the King's Lynn LCWIP and this feedback can shape future priorities.	**24**
5	With regards to the swimming pool move, please keep it in the town centre and please make it fun for families (look at Thetford pool). I believe the ideal site would be Austen Steet East, a large visually attractive building on this site would work very well in my opinion.	The decision to move the swimming pool from the current site to Lynnsport was taken outside of the masterplan process based on a report that considered various sites across the town centre and Lynnsport and was subject to a separate public consultation exercise in 2025. The purpose of including the current St James Swimming Pool site in the masterplan is to ensure that the site doesn't become a vacant brownfield site in the core of the town centre and we have an investable opportunity for when the pool moves which can be delivered and provide a high-quality development. This can improve the built environment in this import part of town opposite St James Park/The Walks as well as the rail to river route from the rail station to the riverfront.	**25**
6	Carry on the with events we have maybe. And direct trains to Norwich and Peterborough please. Plenty of people I speak to say there isn't much in Lynn shops wise and we have to go all the way to Cambridge for anything. Thankyou.	Feedback noted regarding events, these are a key element to the town centre environment in terms of vitality, footfall and the residential offer to encourage people to live in the town. Please see **Response Reference 2,3, 5, 8 and 12 i**n terms of town centre uses and vitality. Please see **Response Reference 3** in terms of transport/rail.	**26**
7	More roads are needed. More car parks and they need to be free. No matter what the cycle brigade try and convince you at the council, car will always be King. You need to embrace this otherwise the town will die quicker than it is now.	Please see **Response Reference 4** in terms of transport. It is important that the masterplan balances transport options for all users and the masterplan polices and emerging parking plans (**Response Reference 12**) seeks to do this. It is also important to note that research shows that people who walk or wheel to do their shopping spend more money and pedestrianised high streets see bigger sales (https://www.livingstreets.org.uk/policy-reports-and-research/pedestrian-pound/). This reinforces the balance that the masterplan needs to strike to ensure all users have suitable access while ensuring King's Lynn and the town centre can meet its full potential.	**27**

8	You are getting so good at putting on activities to bring people in town, please keep it up. As I said, the old Debenhams building would make an amazing place of entertainment. Bowling/retro arcade/VR/ping pong/karaoke booths. Not a quick fix maybe?	Please see **Response Reference 26** in terms of events. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality.	**28**
9	The riverfront is a key asset and should be developed as a destination for locals and tourists. Remove parking and traffic from the area. Install huts that can be used as pop-up stalls for food & drink and local sellers, e.g. artwork and souvenirs.	Please see **Response Reference 8 and 14** regarding plans for the riverfront, this includes the potential for complementary development at the Sommerfeld & Thomas warehouse and associated site as well as Devils Alley which includes a small pop up / commercial building. Comments regarding artwork are noted, this forms part of plans and further consultation and detailed design will enable this to be developed further with the community.	**29**
10	The fewer cars in the centre of town the better. The more pedestrian and cycle friendly the streets the better. The more opportunities for sitting outside pubs, restaurants and cafés the better. The more green spaces - trees, flowers, lawns - the better. Please don't let the stuck-in-the-muds and car lobby stop you.	Please see **Response Reference 3, 4, 12, 13 and 27** for transport and cycling. The masterplan aims to allow access where needed in the town centre whilst reducing the dominance of vehicles and creating a more people first space in the town centre. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality and **Response Reference 19** for nature and greening. Improved public realm, urban greening and a variety of uses will support outside dining and café culture which is an important part of town centre vibrancy.	**30**
11	An example of looking to tge future and making the town attractive would be to have a project for charging and hiring electric cars close to the station. Tourists could arrive by train and then hire electric cars for holidays in Norfolk thus encouraging King's Lynn as the first place to visit for Norfolk holidays. Perhaps the land between the railway and The Walks with additional access next on Tennyson Road level crossing .	The Parking Strategy developed alongside the masterplan (**Response Reference 12**) will be considering many operational elements as well as the more strategic spatial approach of the masterplan. This includes the provision of electric parking spaces/charging facilities which will be reviewed. Further feedback is noted and can be considered alongside colleagues from Norfolk County Council and future transport strategy development.	**31**

12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!	Please see **Response Reference 19** for nature and greening. Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Feedback can be considered going forward in terms of greening on site. The site is currently identified as opportunity for non residential use such as healthcare at ground floor as well as residential accommodation above including the option for a hotel. This was further tested at a second round of public consultation.	**32**
13	As above.	Feedback noted.	**33**
14	Transport connection between villages and to Lynn is vital, and even where they exist they stop far too early. Even an evening trip to the cinema is often impossible from Heacham, and our service is better than most. The town centre is sad and uninspiring, despite the many historical buildings, and scary at night.	This is a really important consideration. Please see **Response Reference 3, 4, 13 and 23** in regard to transport and the masterplan links to the King's Lynn Transport Strategy. The Borough Council works with Norfolk County Council to implement the KLTS which seeks to promote greater use of public transport in King's Lynn, support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys and grow annual usage of public transport (bus and rail). Masterplan Strategy Transport and Access also supports and seek to ensure that the masterplan helps build a connected, people-first town by stitching walking and wheeling, cycling and public transport into a coherent network. This supports and will work with the aims of the KLTS. Please see **Response Reference 2,3, 5, 8, 12 and 14** in terms of town centre uses and vitality, opportunity sites including bring vacant buildings back into use as well as the riverfront. In terms of safety, please see **Response Reference 10 and 11.**	**34**
15	Better nightlife (and public transport to support this)	Improving nightlife alongside the wider mix of uses in the town centre is an ambition from the Economic Strategy as well as the King's Lynn	**35**

		Ten Year Vision for the Pride in Place Programme. The Masterplan Land Uses for Local Needs strategy also seeks to support the evening economy. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality. Please see **Response Reference 3 4, 13, 23 and 34** in terms of public transport.	
16	Working with NEET young people, we need much more of the kind of thing Boost offers. They do an amazing job but we need more of that. Young people need more very very small bite sized opportunities to give them a confidence boost and enable them to try out ideas which might give them a springboard to the future. Either in person or online, especially in areas like the leisure industry as Boost don't offer things like that very often. And in ICT for example. I have a young person who did a tech ed course in computer game design but doesn't know where to go with it now that has ended. Boost provide a great range of things but it still needs a wider range and things that occur more frequently. E.g. recently a Boost course was full and there is no opportunity on the horizon for that being re-run so my young people missed out. Additionally, in the education field, there is a gap for 18/19 year olds, I have discovered recently. Norfolk Adult Learning Construction Hub is a great model for what I have suggested above - their 6 week courses, once a week for 2-3 hours are the perfect level of commitment my young people can cope with. However they can only access that in the academic year they turn 19. Most of my young people have had adverse experiences of college, so will not return there for any sort of course, so there is a whole year where they could be getting on with something like an adult learning course, but can't. I have a young person in this category at the moment.	This feedback is valuable and can be taken forward with the relevant teams beyond just the masterplan. Within the King's Lynn Ten Year Vision For the Pride in Place Programme, a key part of the vision relates to ensuring King's Lynn is a town where people are inspired to aim high and achieve their ambitions and better opportunities. This vision will direct the £20 million Pride in Place funding allocation and support the enhancement of local provision for work based and skills training. This also aligns with the West Norfolk Economic Strategy vision to raise skills levels in the Borough by seeking investment and using the Borough's assets and resources. This theme also aligns with the new King's Lynn Library which alongside core library and other functions offers dedicated adult education classrooms on its upper floors, offering a variety of courses run by Norfolk Adult Learning.	**36**

17	Just one on Safer Streets: active prohibition of cyclists, especially electric bikes through pedestrian areas in town.	In terms of safety, please see **Response Reference 10 and 11**. There is currently a restriction on bike usage in pedestrianised areas of the town centre, and this feedback can be taken forward with the relevant teams at the Borough and County Council.	**37**
18	As above	Feedback noted.	**38**
19	Build a second, reserve landing stage for the west lynn ferry on the west lynn side, so that it need never be out of service for so long again whilst awaiting structural repairs	Whilst the masterplan doesn't directly include such a proposal, focusing on the West Lynn Opportunity site and improvements to parking to encourage more use of the ferry including for tourism and as a park and sail, this feedback can be taken forward for consideration. Future infrastructure needs are being considered as a separate workstream to futureproof the service.	**39**
20	Circle activity " bike work shop hubs to lean to fix bikes recircle bikes .. More bike holders lock up.safty Fairstead kings reach out side centre point shop centre. More plantation of trees .	The potential for cycle hire and/or a café use has been considered at a high level for the small commercial element at the Devils Alley riverfront site, this will be considered further as plans progress. Cycle parking in included in public realm proposals and in detail for the riverfront across the masterplan. New development will also have to align with Norfolk County Council Standards at planning stage. Feedback for further locations is noted and will help shape conversations with Norfolk County on options for delivery when possible. The Borough Council is also developing Active Travel Hubs which would include secure cycle parking and maintenance facilities at Baker Lane and the Enterprise Park to the south of the Town Centre as part of the Active and Clean Connectivity Programme from the Town Deal Programme funding. Please see **Response Reference 19** for nature and greening. This includes supporting the planting of trees in the urban area both within public realm areas and development sites.	**40**

21	More affordable long term car parking spaces, especially as most of the long term car parks are being suggested as development areas, where are people supposed to park? I use boal key or NCP and occasionally Common Staithe. Maybe a pedestrian Bridge over the river from West Lynn to town centre, with adequate parking areas in West Lynn, which would cut traffic going into town Access to new houses at Parkway and to King's Lynn Academy, from the direct from the Hardwick area, like was originally discussed	A Parking strategy was developed alongside the masterplan which will support the masterplan vision for relocation and consolidation and management strategy for car parking across the town. This will also consider operational requirements and measures such as pricing and environmental improvements. In addition, please see **Response Reference 12, 31 and 39** for parking proposals within the masterplan. A pedestrian bridge across the river has not been included in the masterplan due to operational requirements and safety considerations for the working port and the potential for large vessels to be drawn down the river on the tide. However, the West Lynn Ferry is supported within the masterplan and improvements are proposed to support a park and sail function focusing on the West Lynn Opportunity site and improvements to parking to encourage more use of the ferry including for residents, commuting and tourism. Feedback noted regarding connectivity from Gaywood to Hardwick.	**41**
22	Biodiversity e.g. native species of planting.	Please see **Response Reference 19 and 40** for nature and greening.	**42**
23	To revitalise our shopping streets and help save retail businesses free carparking for the first hour during on quieter trading days of Monday to Thursday. Free car parking after 6pm all week to help the night time economy.	Please see **Response Reference 12, 31, 39 and 41** in regard to parking. The Parking Strategy developed alongside the masterplan will consider operational matters and this feedback can inform this consideration.	**43**
24	- Support for local independent businesses - Focus on rejuvenation of quayside space - Focus on South Lynn for potential public events - Reengagement with potential solutions for Southgates roundabout approach - Restoring heritage buildings and in and around London Road area.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality. Please see **Response Reference 8, 14 and 29** in regard to the riverfront. Whilst the masterplan area has a focus on the central urban area of town it a key consideration is connections with the wider urban area of	**44**

		King's Lynn. In addition, South Lynn is included as a Priority Place in the King's Lynn Ten Year Vision For the Pride in Place Programme The Borough Council has an adopted masterplan for the Southgates Regeneration Area (https://www.west-norfolk.gov.uk/info/20241/strategies_and_plans/983/southgates_masterplan). This has been included as a wider opportunity in the final masterplan. The Borough Council is currently working with partners to consider area-based improvements in parts of the town following adoption of the masterplan. The County Council's Sustainable transport and regeneration scheme (STARS) Scheme (Please see **Response Reference 8**) also presents the opportunity to consider schemes for the streets in this area around the one-way system (gyratory) following completion of this scheme. This feedback also contributes to considering areas such as London Road.	
25	Please consider creating a green space with trees and a children's playground, either on the river front, or Church Street, or both. There is a lack of green public space in this area. A park by the river would be an asset to everyone.	Please see **Response Reference 8, 14 and 29** in regard to the riverfront. The public realm from Purfleet Quay/Kings Staithe Quay to Boal Quay, connecting to Southgates and Harding's Pits includes both formal and informal opportunities for play. Whilst this will be further developed at later design stages this indicatively includes play opportunities on South Quay, informal opportunities at Devils Alley towards the west away from residential properties as well as more formal play spaces at Boal Quay. At Boal Quay these would be integrated within the wider public realm and residential led development serving both new and existing residents.	**45**
26	Sort out some of our worst eyesores - Sommerfeld & Thomas, Devil's Alley, the Kwikfit building, the old Post Office, the paving in the High Street, empty shops, bins left out in our heritage areas.	Feedback noted, all of these points align with the themes of the masterplan and have influenced how we prioritise next steps and delivery after the masterplan is adopted. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. The Kwik Fit	**46**

		building is identified as an opportunity in addition to the priorities at the Old Post Office and Former Debenhams.	
27	Why on earth wasn't the new library put in the old post office building. Put down shop rents in town centre	The new King's Library aimed to create a landmark and aspirational building in the centre of town in a sustainable and accessible location. The location in the chosen long-term vacant building (former Argos) has enabled the regeneration and reuse of a vacant eyesore building into a new productive community use. The completed project has provided active frontages at ground floor, a larger public space (at Baxters Plain) especially to the front of the listed Majestic Cinema where the building footprint has been reduced. The project provides an enhanced community asset with additional services. The Former Post Office building is in private ownership and has planning permission for Class E (Commercial, Business and Service) and 34 residential units above (Planning reference: 21/01568/FM). This is an extant permission which means it has been implemented (so no longer has an expiry date) and can be built out. Next steps following adoption for the masterplan will be exploring options to enable this development to be delivered.	**47**
28	I believe constructing proper cycle routes will decrease vehicles use and encourage healthier lifestyles while bringing access directly into the Town Centre however, there needs to be careful consideration on design which help to keep cycle routes within the shopping centre area clearly defined so ensure the safety of pedestrians and cyclists. This means cycle routes need greater design than just being clearly marked but must have appropriate kerb edging and speed calming measures to combat those who decide not to cycle within the confines of the law and prevent accidently collisions between pedestrians and riders. Crossing points need to be installed to assist those with mobility or sight difficulties to cross the cycle routes safely. I would like to know how you	Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access. Please see **Response Reference 3 and 13** for other transport. Please see **Response Reference** 13, 14 and 24 in regard to the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). Please also see **Response Reference 40**. This feedback is noted and can be considered further in partnership with Norfolk County Council in future delivery, following the latest design guidance for active travel. Operational considerations are	**48**

	intend to manage such cycle ways for inappropriate and dangerous cycling without the need for enforcement action which is clearly ineffective especially when the criminal justice system is designed to keep young people out of the criminal justice system. What work will also be carried out in relation to the current Traffic Regulation Order which currently prohibits vehicles and cycles from the town centre? With regards to all public open space, what measures are being introduced to keep people safe from unauthorised vehicles trying to enter these spaces and causing accidental or intentional harm?	considered at detailed design stage and no major changes to TRO's on the main pedestrian streets are directly proposed at this stage. In terms of safety, please see **Response Reference 10 and 11**. Hostile vehicle mitigation is an important consideration in public realm design and this is a key consideration within masterplan proposals and will continue to be so in further design stages.	
29	The quick wins by repurposing empty buildings will immediately improve the presentation of the town	Feedback noted, the masterplan will be phased, and the final delivery strategy will include 'quick wins' to ensure the masterplan starts to delivery quickly with tangible results whilst larger and more complex sites are developed.	**49**
30	Consideration could be made to enforce a design standard for exterior signage etc. on existing public and commercial building to unify the look of the space. This could be done through existing planning or via commercial incentive of local taxation	In association with the masterplan, an updated Conservation Area Appraisal, Management Plan & Shop Front Guide is being development. This work is in association with our Planning and Conservation Team at the Borough Council and will enable better education of shop owners and the public, better design and planning outcomes for shop fronts and the Conservation Area as well as a better evidence base for future policy and enforcement.	**50**
31	Do not over cull car parking if we want to draw visitors to the town centre they will still need spaces to park	Please see **Response Reference 12, 31, 39 and 41** in regard to parking.	**51**
32	Main immediate priority must be to purchase the Post Office before it degrades further. There is little point on revitalising the area with the new library, when the Post Office is in it's current poor condition.	For more details on the Former Post Office building please see **Response Reference 47.** The site is identified as an opportunity in the wider masterplan.	**52**
33	Town centre revitalisation - opportunities for empty shops to be filled and repurposed. Frontage of properties to be improved. Signage and building to be sympathetic to the heritage of the town and not succumb to neon signs and glossy bill boards.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Please see **Response Reference 50** regarding the Conservation Area and Shop Front Guide work underway in association with the masterplan.	**53**

34	General tidy-up - rubbish, badly placed signage that could be moved, general cleanliness - anything which is a quick-fix to make the town look more attractive to visitors - or potential new residents - on a first impression.	Please see **Response Reference 21**.	**54**
35	Do something with Debenhams. Start with something manageable that people in and visiting King's Lynn can grasp, that's practical, not a 20 year 'spatial vision' that no one will believe in. One imaginative development could impact all of the above priorities and build confidence in the community that the Council means business and wants to do things well for those who live in, work in and visit King's Lynn.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town. The longer-term vision of up to 20 years and beyond in the masterplan is important to set a clear and deliverable timeframe to support bids for funding and take the time that is needed to deliver future interventions, many of which take years before final completion. However, as noted above and set out in the Masterplan Evolve and Adapt Strategy it is important that there are early wins delivered form the masterplan considering available funding. In terms of individual sites such as Debenhams, the masterplan considers delivery options and potential timeframes which will enable the council to consider how this could come forward as a priority.	**55**
36	1. Improve the current Wisbech/West Lynn road bridge across the river to make it safer for cyclists and pedestrians and connect with existing cycle routes/pedestrian pathways on both sides of the river. 2. As part of the proposed refurbishment of Custom House and quay area consider a more ambitious project to use the existing but unused dock, for example a floating building/echoing Captain Vancouver's vessel that could create an educational and community or exhibition space (all of these?) with references to the maritime heritage of the town but creating opportunities and a sense of 'exploration and adventure' for the future.	Please see **Response Reference 13, 14 and 24** in regard to the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). The Bridge from Wisbech Road to West Lynn is part of the Orange Route (Town Centre to Clenchwarton) in the LCWIP. A medium-term priority within the LCWIP is for a segregated cycle facility over the Cut Bridge (Ref: 01-06). The LCWIP is endorsed by both the Borough Council and Norfolk County Council and this feedback supports this ambition and future delivery. Feedback noted regarding better use of the Purfleet and potential uses to activate the space and respond to the town's history. The	**56**

		indicative riverfront public realm proposal shows the potential for a moored boat in the Purfleet, which could create a destination and focal point along the waterfront, helping to attract visitors, increase footfall, activate the quayside, and encourage people to spend more time in the area. It also provides an opportunity for complementary waterfront uses that contribute to the vibrancy and character of the riverfront.	

455

Do you agree with the proposed strategy for delivery of new residential, commercial and creative land uses across the town?

	Comment	**Response**	Response Reference
1	its important that the town centre has the right mix of uses that all function independently but also as a group. The masterplan should encourage retention useful community assets where these serve the most local people, moving these elsewhere would not necessarily serve the same community in the same way.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. The Masterplan Strategies mentioned above support vibrancy of the town centre depends on a range of uses and this includes community assets, this can be demonstrated by the new Library located in the heart of the town centre. Please see **Response Reference 47** for more on the new Library. It is also important to reference Local Plan Policy LP39 which states:	**57**

		1. 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. 2. Development leading to the loss of an existing community facility will not be permitted unless it is demonstrated that: a. the facility or service concerned will be adequately served by an easily accessible existing or new facility in an appropriate alternative location, or; b. it is no longer viable or feasible to retain the premises in a community facility use. Development would have to accord with this policy where relevant.	
2	The town needs less closed up buildings and more opportunities for people to visit	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Please see **Response Reference 50** regarding the Conservation Area and Shop Front Guide work underway in association with the masterplan.	**58**
3	Its the correct way to go	Feedback Noted.	**59**
4	Removal of commercial (patricks) near the docks is a bad decision. The port has potential	Feedback noted, the masterplan is not directly advocating for the removal of Pattrick and Thompsons but responding to the opportunity for this land to be available. The illustrative plans for the Port and Timber Yard site also include the potential for new business, innovation or creative activities which complement the operation of the port alongside new/consolidated parking.	**60**
5	More opportunities for the Boal Quay area would be good, especially for leisure, it would good to realise this. I believe Lynn would be an attractive location for a large gallery space (similar to the Tate Gallery in Margate) being on a direct train route to London.	Feedback noted, especially in terms of potential uses. Please see **Response Reference 8, 14, 29 and 45** in regard to the riverfront and Boal Quay.	**61**

6	I don't really understand the map.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**62**
7	We have enough homes and a lot of factories on the Hardwick are empty. Leave the green space alone.	The Masterplan does not propose to remove any greenspace rather increase it where possible. Please see **Response Reference 19 and 40** regarding nature and greening. Please see **Response Reference 8, 14, 29 and 45** in regard to the riverfront and how this contributes to green space and public realm improvements. The masterplan seeks to respond to the identified housing need for the Borough from Central Government and via planning Policy in the Council's Local Plan. The vision for the masterplan is to direct some of this required growth to the centre of King's Lynn and develop underutilised brownfield land in sustainable locations in the town centre. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Increased population in the town centre also supports the aims of the Council's Economic Strategy to create and retain productive jobs and businesses that are a reason to stay in the area, re-locate to it and invest in it. This includes advanced and specialise industries located in the towns industrial estates such as Hardwick.	**63**
8	It is good Kings Lynn is being invested in.	Feedback Noted.	**64**
9	Revitalisation of disused/under-used land and buildings is essential.	Feedback Noted.	**65**
10	The more residential spaces above street level retail you can create the better - gentle density is the way to create a thriving heart to the town - the more people who can walk from their homes to jobs and retail / leisure activities the better. The more people living in the heart of the town, the better for the businesses in the town. Look at developing good sized courtyard blocks with private central gardens and	Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings. Residential density in the town centre includes that above shops, this is an effective use of often redundant space. Residential above shops is supported by Planning Policy and aligns with the masterplan vision and strategies as outlined. This also aligns with the King's Lynn Ten	**66**

	balconies - mixed use - with apartments for families of all ages, sizes and income levels - the more mixed the community the better - avoid zoning and ghettos.	Year Vision For the Pride in Place Programme as well as the West Norfolk Economic Strategy, particularly the theme of Thriving Towns.	
11	The plan is very specific areas more emphasis is required on an overall approach. Also hypercrical comment regarding keeping town heritage as new library was built with no definitive plan for the old building. Why was it a good idea to close St James Medical in town and build a new centre well outside of town. Suggest one of the empty buildings in town should be a medical centre for town residents as so many flats being built there will be a lack of town GPs. Also St James swimming pool should change to a council owned gym / sports centre for town residents. The Park Run in The Walks is an example of how many people come to the town for fitness activities.	Please see **Response Reference 13**. The masterplan consists of both overall strategies, vision as well as opportunity sites, more detailed feasibility studies and the riverfront including public realm and development at Boal Quay Whilst the masterplan includes specific opportunity sites the overall document sets out a vision and priorities through town wide Masterplan Strategies and takes a strategic view of the whole masterplan area. This ensures that the whole masterplan operates from a shared vision and there is a clear interrelationship between all projects included within. It is noted that this needs to be further reinforced and made clear at the second public consultation, please see **Response Reference 20 and 62.** The new Library in the centre of town opened with The Garage Trust confirmed to take on the Old Library building by Norfolk County Council. The Garage Trust is a cultural charity dedicated to transforming lives through the art, please see more here: https://www.norfolk.gov.uk/article/66314/The-Garage-Trust-to-take-on-Carnegie-Building-in-Kings-Lynn We are consulting with the NHS on the King's Lynn Masterplan and will continue to work with the NHS to support and develop opportunities for health services to be located in the town centre where appropriate in conjunction with the new Queen Elizabeth Hospital development. The indicative plans for the St James Swimming Pool site include a potential healthcare use at ground floor. Please see **Response Reference 25** in terms of the context of the Swimming Pool Site.	**67**

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		Feedback regarding the need for sport and fitness facilities in the town centre is noted. This can assist in further development of opportunities to bring such uses into the High Street and town centre to further diversify the offer.	
12	Yes	Feedback noted.	**68**
13	There is a clear vision and excellent ideas. I will be interested to see how this is delivered over the next 10 years or so. I also think here needs to be more focus on private investment and sport/lesiure.	Feedback noted.	**69**
14	Mostly agree. Tues Market Pl parking is important for evenings, visitors to the Corn Ex etc may not feel safe coming to and from the port. It is so important that there are fitness/leisure facilities in the centre so people can go on foot, I strongly disagree with the move away from St James's.	Response Reference **12, 31, 39 and 41** in regard to parking. Safety and convenience are key for ensuring this is a viable parking option and connectivity to the Tuesday Market Place and the town centre are a vital consideration. Please see **Response Reference 25** in terms of the context of the Swimming Pool Site and **Response Reference 67** in terms of potential High Street and Town centre fitness uses.	**70**
15	Love the greening aspects - how will the displaced parking be managed?	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**71**
16	More housing needed, both private and council properties for those in poverty	Feedback noted.	**72**
17	Any empty building space above shops to be converted into social housing.	Please see **Response Reference 66** in terms of residential above shops.	**73**
18	Better more affordable housing is very important & more occupancy in town shops brings more revenue in to our town & job opportunities etc.	Feedback noted.	**74**

19	I mainly agree, but think removing the church street car park is not helping anything	Please see **Response Reference 12, 31, 39 and 41** regarding parking and the wider strategy. Church Street is included within the masterplan as an opportunity, likely longer term, for residential development to repair the urban grain of this historic part of the town centre and Conservation Area. Providing residential development in sustainable town centre locations is a key part of the masterplan's overall strategies. It is however noted and an important part of the masterplan strategy to ensure that adequate parking provision remains in the town taking a monitor and review approach as development comes forward over time.	**75**
20	Fairstead [redacted] . * Gaywood areas .. Master plan areas " play areas . Swimming areas " .school pools reopen ' . Plantation of trees replacement. **Postcode omitted*	Feedback noted.	**76**
21	Concerned that numerous car parks are likely to no longer be car parks (especially considering that they are mostly the long term car parks	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**77**
22	Positive	Feedback noted.	**78**
23	The economy has to be in the right place to support growth at the moment conditions and demand are hampering expansion.	Feedback noted.	**79**
24	Provides an array of opportunities across the centre of the town. Connectivity between these sites will be key and could give a chance to rectify issues from mid 20th century development.	Feedback noted. Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access and the approaches to connectivity as well as **Response Reference 3 and 13.**	**80**
25	Please see above comments on concerns regarding the number of commercial/entertainment premises in the area.	Feedback noted.	**81**

26	I can't see that any developer would be interested in the St James pool site - and worry that if the pool moves to Lynnsport, it would just become another eyesore site. While I think that we need more green space in KL (it would be great to have a pocket park in Devil's Alley). While I appreciate the intention behind the Common Staithe plan, it is quite a hidden area that I wonder if it would be accessed by people? In general, do we need new commercial land use? We have many empty shops and empty units in industrial zones. I would like to see the need for this clearly demonstrated. Re residential - what we need is affordable housing that provides people with high-quality homes. What we seem to be getting more and more of is homes in multiple occupancy and poky little flats with little amenity space.	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site. The opportunity site at Common Staithe Quay is for residential led development to increase the residential density of the town centre following the overarching vision of the masterplan. However, alternative uses have been sought at ground floor responding to the flood risk of the area. As part of the masterplan, the viability and deliverability of each proposal is being assessed by experts Aspinall Verdi to ensure a thorough assessment accompanies the final masterplan. Following feedback received in the second round of public consultation, the Land Uses for Local Needs Strategy seeks to ensure that new commercial uses are complementary to existing uses within the town centre - these should not detract from existing spaces or serve as an equivalent alternative to vacant units on the High Street. In terms of affordable housing, exact tenure will be worked out based on the Housing Needs Assessment and further assessment at future detailed design stages as well as requirements at planning stage for market led schemes. We will also continue to work closely with the Council's Housing Team and with partners in delivery of affordable housing.	**82**
27	agree	Feedback noted.	**83**
28	Town centres are dying sue to many factors but mostly due to the change in shopping habits, larger retail outlets and online shopping being one of the major causes for retail premises to reduce store numbers therefore, town centres need to move towards service delivery such as eating/drinking venues for social gatherings, connivance stores and electronic repairs are some areas where greater residential use would allow these stores to trade successfully while providing service to the settled and visiting communities.	Feedback Noted. **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan.	**84**

29	Brown field sites should be developed as a priority. Buildings must be of a good standard and maintained so that in 25 years they do not look dilapidated	Feedback noted – the Masterplan vision seeks to bring underutilised sites and brownfield land back into use. Futureproofing and design quality are important considerations that the masterplan seeks to include where appropriate.	**85**
30	I agree	Feedback noted.	**86**
31	Many areas need development and some tlc	Feedback noted.	**87**
32	With some concerns as who will be responsible for keeping the buildings in good repair.	Feedback noted. Futureproofing and design quality are important considerations that the masterplan seeks to include where appropriate. This will also be considered further at detailed design stage and planning as well as in delivery.	**88**
33	Totally support the need for improved usage across the town. Concern over such a large focus on repurposing the car park space for so much public realm - there needs to be a balance of regeneration of these spaces and connectivity	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**89**
34	Agree with some, not with all - "an appropriate mix of affordable and market housing" - we need more and more affordable housing but you don't apparently get it without a load of what I presume are termed "un" affordable properties. "Consider young professionals" so who are they - young people with a reasonable salary moving in? I was an incoming young professional once - I didn't need special housing I needed "a house"! What incoming worker MAY find useful is what in the days of the overspill agreement what were termed "key-worker" houses - somewhere to rent while you looked for a permanent alternative.	Please see **Response Reference 82.** In terms of young professionals, the masterplan seeks to provide high quality housing options that are well connect in the town centre to both retain young people and professionals and attract them to live in the town and make use of the rail line and connections to nearby employment hubs and cities. This will increase the mix of people using and living the urban area.	**90**
35	Impossible to say. The exhibition boards present a vision on very high level lines. What happens in practice is what matters, the devil is in the detail always. For example, we might all agree the Church Street car park should be improved, developed, built on. But that's just theory. What will	Feedback noted, the masterplan sets out a vision and clear direction for the town as well as the opportunity sites identified. The second round of public consultation included more detailed proposals, parameters and visuals. However, the masterplan is a strategic document and many work streams will come out of the document where detailed design considerations will take place on a project-by-	**91**

	it look like, what care will be taken to respect the heritage, how will it meet local needs at the time.	project basis. They will however remain in accordance with the principles and strategies established at masterplan stage which is why it's important to set the baseline for each site now.	
36	The proposal to put 50 houses on Harding's Way would introduce residents' cars, removal vans, dustcarts on the road in contradiction to the aim of improving green and natural environment. I think the aspiration to meet housing need and 'consider young professionals' sounds good but there are real challenges to creating homes in a town centre location that provide for families (must include safe and accessible outdoor spaces). Port innovation centre and educational, workshop, maritime enterprise aspirations are great idea but need appropriate transport links. Could the swimming pool be heated by a collocated data centre (Deep Green example in Exmouth).	Policy E1.10 King's Lynn - North of Wisbech Road of the King's Lynn and West Norfolk Local Plan Allocates the land North of Wisbech Road for at least 50 dwellings. The King's Lynn Masterplan considered how this allocation can be included in the wider masterplan considering the close spatial links to the Southgates Regeneration Area as well as Boal Quay and the riverfront. The potential to play a role in the parking strategy for the town has also been a consideration. This is however the redevelopment of the brownfield site rather than new build on green space. The masterplan aims to link into and enhance greenspace provision especially considering how the riverfront public realm can link to Hardings Pits and the Southgates area for a strategic green link. Please see **Response Reference 19 and 40** regarding nature and greening. Please see **Response Reference 8, 14, 29 and 45** in regard to the riverfront All feedback noted including the need for accessible outdoor space, uses and transport links. Please **Response Reference 3 4, 13, 23 and 34** for transport. Feedback noted regarding potential for heating options and the swimming pool.	**92**

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Do you agree with the key historic and cultural spaces identified? Should any others be considered?

	Comment	**Response**	**Response Reference**
1	generally in agreement with key spaces identified	Feedback noted.	**93**
2	We have a strong history which should be preserved and celebrated	Feedback noted.	**94**
3	Unsure	Feedback noted.	**95**

4	Yes promotes lynns history well. Suggest extent is reduced by removing link with Southgates.	Feedback noted. Please see **Response Reference 44** for more information on the Southgates Area and the inclusion within the masterplan.	**96**
5	Yes, I like the idea of more trees and general planting. This will make areas more attractive and visually pleasing and hopefully get more people walking and cycling.	Feedback noted.	**97**
6	Confused		**98**
7	We have a fantastic historic Quarter. I was dismayed to see the plans around the South Gate included more modern housing. We don't need any more.	Feedback noted. In terms of the Southgates Regeneration Area and housing, please see **Response Reference 63** regarding housing need set by Government and the Borough Council's Local Plan which allocated land for development and sets out local planning policies. Please see **Response Reference 44** for more information on the Southgates Area and the inclusion within the masterplan. This is a landscape, public realm and heritage led scheme, aiming to enhance the key gateway into the town, which was subject to separate public consultation.	**99**
8	There is a lot of history in Kings Lynn, it has the potential to attract visitors, improvement to the town centre will keep people here.	Feedback noted.	**100**
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.	Feedback noted. Please see **Response Reference** 2 and 5 in regard to relevant Masterplan Strategies.	**101**
10	Glad to see you are prioritising human centric design - I would urge you to make the pedestrian routes from the the station to the Walks to the Minster to the port side much more pedestrian friendly and intuitive - greener too - green corridors as much as possible linking key points across the town.	Feedback noted. Please see **Response Reference 19 and 40** regarding nature and greening. Masterplan Strategy Harness Natural Assets supports creating a more connected green network and key green corridors linking the town centre, station, and riverfront. This feedback supports these ambitions which were developed further and presented at the second public consultation for further comment and feedback.	**102**
11	Consideration should be made on ways to encourage improvements and the upkeep to private listed buildings.	Feedback noted, whilst the masterplan is a higher level strategic document longer term maintenance is an important consideration.	**103**

		The Borough Council has a range of powers including via planning enforcement and conservation and the Council is also exploring other opportunities via a potential new post for an Empty Properties officer to bring vacant building and high street units back into use.	
12	Yes	Feedback noted.	**104**
13	These are the main ones identified.	Feedback noted.	**105**
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.	Feedback noted.	**106**
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart	Feedback noted. The Tuesday Market Place is a key historic features of the town and the masterplan considers how the space could be freed up from at least some of the parking to better utilise the space as part of the wider parking strategy emerging.	**107**
16	Looks great. Bringing out the beauty and history of our town.	Feedback noted.	**108**
17	Perhaps a wider promotion of these to attract visitors?	Feedback noted. The Borough Council has an important role to play in place promotion within the Tourism Team. Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan. This also algins with ongoing work to increase the visitor appeal of the town centre including the St George's Guildhall and Creative Hub Project as well as the Custom House and Dryside Facilities, the first phase of regeneration on the riverfront as part of the King's Lynn Town Deal regeneration programme.	**109**
18	We have a beautiful town with so much heritage which needs to be protected & taught to generations to come	Feedback noted. Please see **Response Reference 2 and 5** in regard to relevant Masterplan Strategies.	**110**
19	Sound principle	Feedback noted.	**111**
20	Devil's ally will get flooded in the coming outburst of floodings " why is there not alerted flood gates or energinering stuture to prevent ' to save the historical levels the key point areas Lower level grounds ..	As part of the masterplan consultation exercises we have engaged with the Environment Agency as a statutory body at an early stage as well as BCKLWN Flood and Water Management. This feedback has helped develop the masterplan . Specific to Devils Alley, the site is behind the existing flood defence and plans propose to retain this with minor public realm additions to the western side towards the river. Therefore, the site would continue to be protected during a flood event as is the current situation.	**112**

21	Definetely need to make use of the former Post Office - it's been standing empty for so long. And what a waste that the Debenhams building remains vacant	Feedback noted. Both buildings are priorities identified in the masterplan. Please see **Response Reference 2,3, 5, 8 , 12 and 109** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan.	**113**
22	Sensible	Feedback noted.	**114**
23	We could expand greatly our tourism appeal, but this has to be on the back of all round visitor improvements to the Town Centre and accommodation available.	Feedback noted. Please see **Response Reference 109**. The masterplan also considered the viability of a hotel at one of the opportunity sites such as the St James Swimming Pool Site as well as the potential for tourism offer on the West Lynn opportunity sites.	**115**
24	Is there potential to look at projects further harnessing and celebrating North Lynn / North End history? North of St Nicolas / True's Yard etc.	Feedback noted. Whilst the masterplan area has a focus on the central urban area of town which includes the Trues Yard and St Nicolas areas, a key consideration is connections with the wider urban area of King's Lynn. In addition, North Lynn is included as a Priority Place in the King's Lynn Ten Year Vision For the Pride in Place Programme. The Council continue working with partners such as the Police and local community groups such as the Beacon in North Lynn through the Pride in Place Programme. This work will continue and include the master plan and projects coming out of the Pride in Place Programme into the future.	**116**
25	I don't feel Church Street is a problem - it has housing on one side and a popular car park on the other. It would be nice to have a park instead of the car park, but the car park is probably needed, because the nearest alternative car park (Boal Quay) is usually full during the day. It would be helpful to plan some residential parking as local residents are currently having to pay to use the Boal Quay car park!	Please see **Response Reference 12, 31, 39 and 41** regarding parking. Feedback noted regarding residential parking, this is further considered within the emerging Parking Strategy for the town as well as fed back to Norfolk County Council as Highway Authority. Please see **Response Reference 75** regarding Church Street. It is acknowledged that a careful balance is required when considering development within the masterplan and associated impacts on car parking. This is was further developed and put back out to public consultation before the masterplan was finalised and considered for adoption alongside the parking strategy document.	**117**
26	One of the previous reports (there have been many) identified the possibility of building a multi-storey car park on the Pattrick & Thompson site to allow for other sites to be released for	Please see **Response Reference 12, 31, 39 and 41** regarding parking.	**118**

	development. Chapel Street car park was the subject of a study for HAZ - why did this go nowhere? High quality housing which gives spacious and affordable homes in the town centre would be desirable - why not look further into Chapel Street / Albert Street? These are sites which are away from main roads (St James pool site overlooks a v busy road - until that changes, it won't be very desirable as a residential site). The old Post Office is a blight on the town centre and something needs to be done there. It could provide good town-centre facilities (and would in fact have been a perfect site for the library) and some good quality housing (not the poky flats that it got permission for).	Parking at the Timber Yard and Port is a key element of the masterplan to free up other sites whilst still providing a convenient and close location in the town centre. The Unlocking Brownfield Sites Report for King's Lynn developed as part of the Heritage Action Zone has been an important document reviewed as part of the masterplan, which is not intended to 'reinvent the wheel' but bring previous studies and strategies together into one place. Based on this, Chapel Street remains an opportunity in the masterplan as are Austin Street/Albert Street and Juniper Car Parks. For more details on the Former Post Office building please see **Response Reference 47.**	
27	fine	Feedback noted.	**119**
28	Our historic spaces are key to attracting visitors to the town and these areas should compliment other areas of the town so it provides areas/sections of the town which attract a range of individuals or sectors.	Feedback noted. Heritage is a key component to the masterplan. Please see **Response Reference 2 and 5** for heritage as well as **3, 8, 12 and 109** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan.	**120**
29	The town's history and historic buildings are a huge benefit and they should be used and promoted to support the town's economy and status a fascinating place to visit.	Please see **Response Reference 120** above.	**121**
30	Consideration should be given to the old GPO building on Baxter's Plain	Feedback noted. For more details on the Former Post Office building please see **Response Reference 47.**	**123**
31	Southgates	Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**124**
32	I would like to see the main existing cycle path from the Walks to North Lynn protected also, a very valuable route and much used.	The cycle route mentioned is part of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) red route and is also on National Cycle Network 1.	**125**
33	Carnegie library Area around Southgates - this is the entrance to the town and should showcase KL's history and culture.	Feedback noted. Please see **Response Reference 67** for the Old Library. Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**126**
34	It seems pretty comprehensive and you've included "hidden" things. If you are developing trails use your LOCAL expertise,	Feedback noted, local knowledge is an important resource that we are keen to utilise in developing all aspects of the masterplan	**127**

	not consultants. They don't live here and they don't have the longstanding familiarity and background knowledge that the residents have, particularly older ones. The civic Soc and the Town Guides have longstanding experience of this sort of thing - use them. If your proposed "Trail" includes all the sites listed you will need to break it up into sections. No visitor is going to be able to range from St Nicholas' to the South Gates and back - that's a route march! Civic Soc encountered this when producing their pilgrim's guide.	including engagement undertaken with the Civic Society and local stakeholders. Further feedback was provided at the second round of public consultation.	
35	I can't remember exactly what was on the boards. One would hope they included all the key ones, KL isn't that big. Consider the historic private homes maintained by individuals and charities that want to preserve KL's astonishing history and heritage. What about the garage building on James Street. Devil's Alley seems to be at real risk - it's already a drug dealing hot spot, opening a garden, potentially lockable, sounds like a terrible idea for that route to Nelson Street.	Feedback noted. The Kwik Fit building/33 - 39 St James Street is included as an opportunity in the wider masterplan. In terms of Devils Alley, please see above. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront Regarding safety, please see **Response Reference 10, 11 and 48**. This is an important consideration for the site and continued engagement with the Community Safety and Neighbourhood Nuisance Team and Public Open Spaces will be key as the riverfront public realm scheme develops further. We also continued to consult the Police as the masterplan progressed.	**128**
36	Ongoing maintenance and restoration of the Minster could provide a focus for workshops, training and supporting stonemasons, suitable stone transport by sea and/or canal network. York Minster has recently built a state-of-the-art facility which is in itself architecturally exciting. Education, skills training and economic opportunities from a centrepiece of the town's cultural heritage.	Feedback noted, this can be taken forward as an opportunity with the Minster. Skills is also an important element of the King's Lynn Ten Year Vision For the Pride in Place Programme and the Borough Council and Neighbourhood Board. Please see **Response Reference 36**.	**129**
37	The Walks/Red Mount area.	Feedback noted. This is an important area both as a Grade II Listed Park and Garden (The Walks) and Grade I Listed Building (The Red Mount). Both are also within the King's Lynn Conservation Area.	**130**

Do you agree with the key principles for future interventions to harness history and culture?

	Comment	Response	Response Reference
1	lots of underutilised spaces in key places which could probably be utilised with limited intervention in terms of changes to fabric.	Please see **Response Reference 2,3, 5, 8 and 12** in terms of relevant masterplan strategies.	**131**
2	Same as above	Feedback noted.	**132**
3	Unsure	Feedback noted.	**133**
4	No, Southgate area does not provide historical interest	Feedback noted.	**134**
5	Again, with any new builds, architects must look at what Lynn has historically and focus on this.	Please see **Response Reference 2,3, 5, 7, 8 and 12** in terms of relevant masterplan strategies. The historic quality of King's Lynn is central to the masterplan and high-quality design, appropriate to the historic context is embedded in the masterplan. This will also be a key consideration at further detailed design stage and planning stages.	**135**
6	Keep some of the historical ness we have and add in some modernism	Feedback noted, please see above **Response Reference 135**.	**136**
7	As I said, Lynn has a history unrivalled to any other town. Don't ruin it like past generations building the eyesore Hillington Square	Feedback noted, please see above **Response Reference 135**.	**137**
8	As above.	Feedback noted.	**138**
9	Historic buildings and architecture give the town character and provide a welcoming backdrop for people to enjoy the facilities available, so they should be maintained. However, their actual history is irrelevant to many people, so this aspect should not be a high priority. The Hanse festival is very popular for the activities and spectacle, not because of its history.	Feedback noted both in terms of prioritisation of history and the importance of events. In terms of architecture and design, please see above **Response Reference 135**.	**139**

10	Yes - history and culture are the two big things going for King's Lynn - you need to be able to build on the past - revitalise it - but not ignore or trash it.	Feedback noted. In terms of architecture and design, please see **Response Reference 135**. Please see **Response Reference 2,3, 5,7, 8, 12 and 109** in terms of relevant masterplan strategies.	**140**
11	Principles are good but have not been followed in the past	Feedback noted.	**141**
12	Yes	Feedback noted.	**142**
13	Yes	Feedback noted.	**143**
14	People could easily visit Lynn and miss all the best places. And hidden gems good idea.	Feedback noted.	**144**
15	More emphasis on historic features/heritage of Tuesday market place - linking into yearly Mart	Feedback noted, please see **Response Reference 107**.	**145**
16	Yes	Feedback noted.	**146**
17	I can't answer with accuracy.	Feedback noted.	**147**
18	As above	Feedback noted.	**148**
19	Sound principle	Feedback noted.	**149**
20	History is the characters of the town " the key attraction of the town to protect ..	Feedback noted.	**150**
21	.		**160**
22	Positive	Feedback noted.	**161**
23	Yes vital	Feedback noted.	**162**
24	Yes	Feedback noted.	**163**
25	History and culture are important, but green spaces and peaceful residential areas are also a priority.	Feedback noted, the masterplan seeks to thread history and culture alongside public realm, green space and nature as well as creating high quality environments for residents (both new and existing).	**164**

		Please see **Response Reference 2,3, 5, 8 and 12** in terms of town centre uses and vitality as well as vacant buildings and the approach of the masterplan. Please see **Response Reference 19 and 40** regarding nature and greening.	
26	Re the 1st point 'Create a connected heritage and cultural route network that celebrates important views, maritime identity, and townscape character' - we already have many trails that celebrate our heritage. I would say let's not reinvent the wheel. We need to make people aware of our amazing heritage not creat a connected network. Re the 2nd point 'Re-activate historic buildings through sensitive adaptive re-use to support cultural, community and economic vitality' - will this mean buildings that are in private hands? The old post office and the Kwikfit building are two perfect examples of buildings that need re-activating and have done for years (decades). Unless you can either do compulsory purchase or make the owners engage, nothing will happen.	Feedback noted regarding trails. Please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses and vitality. Both the Old Post Office and the Kwik Fit building are included as opportunities within the masterplan. For more details on the Former Post Office building please see **Response Reference 47.** Delivery and viability are key parts of the masterplan and the final document considers next steps for delivery across the masterplan.	**165**
27	agree	Feedback noted.	**166**
28	History provides a sense of pride and encourages visitors, bringing the old to new helps to showcase the historic elements while ensuring a practical use to support modern living.	Feedback noted.	**167**
29	As previous answer	Feedback noted.	**168**
30	I agree	Feedback noted.	**169**
31	It’s a key strength of King’s Lynn	Feedback noted.	**170**
32	Particularly the plan to move parking away from the Tuesday Market Place	Feedback noted.	**171**

33	Historic buildings need to have the opportunity for continued preservation beyond the 20 yr plan.	Please see **Response Reference 103**.	**172**
34	See above. I think I answered this there.	Feedback noted.	**173**
35	I can't remember exactly what was on the boards or find the presentations. Let the Civic Society have a loud voice.	The Borough Council is working with and consulting with various partners to get as many voices as possible involved with the masterplan, this is including the Civic Society and will continue going forward.	**174**
36	As previously mentioned the Custom House and dock could provide an exciting opportunity to connect with the town's maritime heritage in an innovative and engaging way.	Feedback noted, please see **Response Reference 56 and 109** including details for current plans for the Custom House.	**178**

Do you agree with the proposed rationalisation and relocation of car parking to improve historic spaces?

	Comment	Response	Response Reference
1	Huge visual benefit to tuesday market place plans. Important to keep car parking in reasonably accessible locations but current parking areas are perhaps underultilised as other car parks which are more appropriate for other uses are closer. Enhancing South Quay and the riverfront would be of benefit, particular for evening uses when the daytime retail element of the town is closed.	Feedback noted.	**179**
2	This will improve congestion and allow better access to our historic attractions	Feedback noted.	**180**
3	I believe Lynn should have a park and ride scheme. Plus a covered market on Tuesday Market place every day like Norwich	Please see Response **Reference 12, 31, 39 and 41** regarding parking. The Travel Hub at the King's Lynn Enterprise Park is	**181**

		designed to work alongside the existing bus route to function as an informal Park & Ride to the south of the town, just off the A47 utilising the existing bus service. This is an import park of the Parking Strategy and wider masterplan transport and parking considerations.	
4	Unsure, less parking but more reason for tourists to drive and visit lynn	Feedback noted.	**182**
5	The Page Stair lane car park is a good choice for a large car park.	Feedback noted.	**183**
6	As long as the price are not risen as everybody doesn't like the car parking prices in Kings Lynn	Feedback noted, car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy.	**184**
7	We need more car parks and they need to be free, but not in the historic Quarter.	Feedback noted. Please see **Response Reference 12, 31, 39 and 41** regarding parking. Please also see above (**Response Reference 184**).	**185**
8	History is important to Kings Lynn, we should preserve it. Also, relocating it out of the town centre/elsewhere should make the town centre/roads slightly safer and encourage a smaller footprint/increased public transport usage.	Feedback noted, the aim of the parking strategy developed alongside the masterplan is to reduce vehicle trips in the historic core to enable a more people first environment. This is whilst still providing the required accessibility for those who need it, a careful balance is required.	**186**
9	n/a		**187**
10	Absolutely - the fewer cars in the town the better. The more pedestrian areas and better cycle paths the better (cycle paths improve accessibility for people with mobility scooters too - look to the Netherlands for how that works).	Feedback noted.	**188**
11	Need a long term plan for charging of electric vehicles	Feedback noted, please see **Response Reference 31**.	**189**
12	Yes	Feedback noted.	**190**
13	This could work out well for King's Lynn in the long term.	Feedback noted.	**191**

14	Town centre parking eg Tues Market Place is vital for Corn Ex visitors who may feel unsafe in port.	Please see **Response Reference 12, 31, 39, 41 and 181.** Exact details for the Tuesday Market Place would be subject to further consultation and design work both in terms of design and materials as well as number and layout of spaces. The masterplan and parking strategy seek to retain access for those who need it whilst reducing the number of vehicles in the historic core where possible. The Timber Yard and Port interceptor cark park remains in the town centre and is still conveniently located for access.	**192**
15	Public transport would need to be made better if so much parking is going to be displaced	Please see **Response Reference 3 4, 13 and 23 and 34** regarding public transport.	**193**
16	Unsure on this one. I feel like there will be a lot of backlash if parking spaces are reduced and it takes longer and is more inconvenient to get into town without a car, especially in bad weather. Most people would rather use their car if they have one. It will benefit those that don't have one.	Feedback noted. Please see **Response Reference 12, 31, 39, 41 and 181.** The masterplan seeks to balance more organised and consolidated parking and access to the town centre with freeing up the disjointed surface car parks and reduce unnecessary vehicle trips into the historic core. Exact numbers will be monitored and reviewed as development comes forward after the final masterplan is adopted, feedback at the second public consultation helped further shape this approach. It is acknowledged that parking is an important town centre amenity and the masterplan and the parking strategy seeks to balance this with encouraging modal shift, especially for trips within the central King's Lynn area supporting active travel and public transport use. However, parking remains a key amenity, especially from the rural catchment of the town, to be planned for and fully integrated with the masterplan vision.	**194**
17	The town is very congested as it is, making the historic spaces more accessible on foot is better.	Feedback noted. Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access and the approaches to connectivity. The masterplan seeks to encourage access to the town on foot both via access and improvements to public realm.	**195**
18	The town would benefit immensely by a park and ride. Less cars in town more opportunities to enjoy our heritage buildings	Please see **Response Reference 12, 31, 39 and 41** regarding parking and **Response Reference 181** regarding Park & Ride.	**196**

19	Reducing access to town seems counterproductive	Feedback noted, Please see **Response Reference 12, 31, 39, 41, 181 and 194** in regard to approach to parking. Please see **Response Reference 3 4, 13 and 23 and 34** regarding public transport. Please see **Response Reference 4, 23 and 34** regarding the Masterplan Strategy Transport and Access and the approaches to connectivity.	**197**
20	Car parking is becoming less off " when there should be more off ..Not for visitors to give up and then to decided a next destination! .. especially now with the new built library in town for education...parking prices lowered..	Feedback noted, Please see **Response Reference 12, 31, 39, 41, 181 and 194** in regard to approach to parking. Car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy developed alongside the masterplan.	**198**
21	Don't like the idea of losing so much long-term car parking spaces. Although providing more 20 minute or 30 minute free spaces in town would be very welcomed. As someone living out of town, I need to park for several hours when I come into town, although sometimes just popping into town for a quick half an hour or so is convenient.	Feedback noted, the provision of time limited free spaces is acknowledged as a further important consideration in the wider strategy for parking.	**199**
22	Sensible	Feedback noted.	**200**
23	But visitor access is vital we must not loose site of sufficient provision of parking at an affordable price, until other forms of connectivity are fit for purpose.	Feedback noted. Please see **Response Reference 197.**	**201**
24	There is currently an abundance of town centre parking that is the legacy of mid century redevelopment. For large parts of the year these are large dead spaces that in the long term reduce town centre density and create stark, negative contrasts to historic areas. However, relocation of parking has to be done with a clear vision of traffic planning and alternatives.	Feedback noted, these are acknowledged as key considerations.	**202**
25	Please introduce free or cheap residential parking for local residents living in historic areas. At the moment this is a postcode lottery - some streets in the historic centre are able to use residential parking and some are	Feedback noted. Please see **Response Reference 117.**	**203**

	not! I live in Priory Lane which is not entitled to residential parking permits. I have to pay to use Boal Quay long stay car park.		
26	I agree with moving car parking spaces away from historic spaces and would welcome the riverfront becoming parking-free. I do have a bit of a query about TMP though - the council already has powers to clear it for events, e.g. the Mart and Festival Too. It feels strange that it will just be a big empty space. Of course a market there would make sense but the Borough managed very effectively to kill that off a long time ago. And although other towns (Fakenham, Bury St Eds are good examples) have managed to keep their weekly markets going, I think bringing ours back to life would be a big challenge.	Feedback noted. In regard to the Tuesday Market Place Please see **Response Reference 192**. The future of the space will be further considered, including asking the public for ideas, following the completion of the masterplan.	**204**
27	we need more car parking	Feedback noted.	**205**
28	As long as this relocation doesn't impact on the economic and ability for local residents to access work, town and leisure.	Please see **Response Reference 12, 31, 39 and 41** regarding parking. This pairs with seeking to build on an improve the town centre offer, please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses and vitality.	**206**
29	Getting rid of 'waste land' parking and moving parking away from Tuesday Market Place will create a much more attractive environment.	Feedback noted.	**207**
30	I think that whilst reducing the amount of traffic into the town and rationalising the flow, encouraging public transport, walking and cycling is admirable, reductions parking provision should be net neutral. Thought must also be given to the fact that cars are now bigger and heavier that when the original multi story parking was implemented and this may not continue to be fit for purpose in the longer term.	Feedback noted.	**208**

31	Population of West Norfolk rapidly growing and want to attract more visitors, want to save the town centre, but cut parking spaces? Makes no sense	Feedback noted. Please see **Response Reference 197.** A key point is that the masterplan seeks to relocate and consolidate an amount of parking towards the edge of the town centre whilst retaining closer located parking for those who need it. The aims of the masterplan and parking strategy seek to support access considering growth and tourism but also modal shift, especially for journeys from within the urban area of the town.	**209**
32	A non-driver myself, but can see this may create issues for those who work in the central area around the Tuesday Market Place - perhaps an initial permit system could be considered?	Feedback noted, please see **Response Reference 197.** Masterplan Strategy Evolve and Adapt seeks to take an incremental approach to early development within the masterplan and meanwhile or temporary solutions will be part of this approach.	**210**
33	Partially agree with this plan. There are areas where car parking could be repurposed and alternative public spaces / housing achieved. I have concern re fully repurposing Tuesday Market Place to a full public space. Current option for closure to allow events is working well (Mart / Festivals) but car parking spaces for town access / hospitality access and Corn Exchange need to be sufficient to welcome visitors and locals, and are far more used than for a few events. The plan indicates using the car park behind the Corn Exchange for public space which makes more sense, and could enhance the river frontage.	Feedback noted. Regarding Tuesday Market Place please see **Response Reference 192**. The future of the space will be further considered, including asking the public for ideas, following the completion of the masterplan. Any future plans would have to consider existing events as well as access to the Corn Exchange and the town centre.	**211**
34	Points: re 20 minute spaces - 30 mins would be better. We usually come into town from Gaywood by bus: during the pandemic however we used the short term spaces for quick dashes to shops. If you're not quick on your feet through age or infirmity - ie but not actually disabled - 20 mins is nowhere near long enough and even half an hour was tight.	Feedback noted, the provision of time limited free spaces is acknowledged as a further important consideration in the wider strategy for parking.	**212**
35	I don't drive but car parking is extremely important to locals and visitors. Would love to see Tuesday Market Place reclaimed but only if the benefit equals that of a car park. Reclaiming it as a public space seems fatuous. Reclaiming it as a market place is	Feedback noted, please see **Response Reference 192 and 211.**	**213**

	surely something that fuels local economic regneration. Other towns like Downham Market and Fakenham manage a thriving market, why can't KL?		
36	Ease of parking is important to keep the town centre busy.	Feedback noted.	**214**
37	Important to ensure sufficient accessibility for those with limited mobility who may require access by car.	Feedback noted, accessibility is a vital consideration in the wider parking strategy and ensuring that suitable spaces are located in the right location to provide the right access for all.	**215**
38	Balance to not kill the centre of town by providing some car access for less able and not much consideration south of King's Lynn for parking to reduce congestion at Southgates roundabout.	Please see **Response Reference 197.** Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**216**
39	Do not build on Austin Street car parks as they are always full – residents, workers and visitors. The car park on Common Staithe Quay is required for lorries for the theatre and for the transport for the Mart and Festival Too. Do not build on car park at Boal Quay – flooding issues and used by residents.	Feedback noted, considerations for parking at Austin Street forms part of the wider parking strategy and appropriate locations for future parking. Access to the Corn Exchange is central to the Common Staithe Quay opportunity site and engagement with the Corn Exchange has been undertaken to understand the routes HGVs take and the areas needed for parking. Further design work will need to consider the approach to events such as Festival Too and the Mart to determine appropriate solutions alongside plans for the Tuesday Market Place. The development of Boal Quay forms part of the wider parking strategy and is also a development opportunity site. The masterplan team has engaged with the Environment Agency both in terms of the flood defence and flood risk, these are key considerations as the design develops.	**217**

Do you agree with proposed improvements to active travel and public transport, or have any further ideas?

	Comment	Response	Response Reference
1	agree with discouraging cars in the town centre through appropriate car parking strategies/locations. Its important that relocated car parks are still convenient, footpath links are safe etc.	Feedback noted.	**218**
2	Same as above	Feedback noted.	**219**
3	Park and ride and improved bus service	**Please see Response Reference 181** regarding park and ride. Please see **Response Reference 3 4, 13 and 23 and 34** regarding public transport.	**220**
4	To big of change to road network, increased risk of gridlock without further road improvements such as dual A149 and traffic lights to qe roundabout	Please see **Response Reference 3, 4, 13 and 23 and 34** regarding transport and the alignment of the masterplan with the King's Lynn Transport Strategy.	**221**
5	Railway Road could benefit with a cycle and possible bus lane. Or (although not sure how easy this would be) a central tree line road.	Please see **Response Reference 8, 10 and 44** regarding the Norfolk County Council Sustainable transport and regeneration scheme (STARS) which includes Railway Road. Public consultation will take place for this project in 2026.	**222**
6	It wasn't very clear	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**223**
7	Car is king and always will be. No matter what the cycle brigade try to say. Sure its nice to go for a bike ride, but you'll never force people out of their cars.	Feedback noted, please see **Response Reference 197.**	**224**
8	As above. Reduced footprint is good.	Feedback noted.	**225**
9	The riverfront should not have traffic and parking.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**226**

10	Yes, the more active travel particularly walking and cycling, the better - safer for all concerned, improves people's health both through exercise and cleaner air.	Feedback noted.	**227**
11	See previous comment re hiring/ charging electric cars	Feedback noted.	**228**
12	Reopen the bus route from South Lynn to alleviate pressure on South Gates roundabout. Revisit the one way system on Railway Road.	Feedback noted. Please see **Response Reference 8, 10 and 44** regarding the Norfolk County Council Sustainable transport and regeneration scheme (STARS) which includes the one way system and Railway Road.	**229**
13	Improving Southgates and potentially putting in a King's Lynn South Train station and maybe a park and ride would be great.	Feedback noted. Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan. The Borough Council is working with Norfolk County Council on transport matters, please see **Response Reference 3, 4, 13 and 23 and 34.** This includes considering the passenger demand for a second rail station to the south of King's Lynn. **Please see Response Reference 181** regarding park and ride.	**230**
14	Please include links to villages in this, evening trips to Lynn by bus are difficult as services finish so early	Feedback noted, please see **Response Reference 3, 4, 13 and 23 and 34.** The Borough Council is working with the County Council to improve bus services and improve the level of use.	**231**
15	Public transport would need to be made better if so much parking is going to be displaced	Please see **Response Reference 197.**	**232**
16	As above	Feedback noted.	**233**
17	Can't give an accurate answer.	Feedback noted.	**234**
18	As mentioned park and ride & cycle path infrastructure would greatly benefit the town. Less traffic congestion would be great.	**Please see Response Reference 181** regarding park and ride.	**235**
19	A northern road bridge	Feedback noted.	**236**

20	Parking prices lowered " .More bus services in cut off villages " Or taxies hubs in Downhan market ' To enterprises train carries for bike users ' bikes are blocking train doorways . Bike train carriers the new future active society .	Feedback noted, car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy developed alongside the masterplan. Cycle parking and infrastructure is a key part of the masterplan, including the Masterplan Strategy Transport and Access.	**237**
21	Park and Ride a good idea, if frequent buses and affordable like the Norwich P&R	**Please see Response Reference 181** regarding park and ride	**238**
22	Sensible	Feedback noted.	**239**
23	Chicken and egg. The surrounds of Kings Lynn are rural and without good alternative transport remain car dependent.	Feedback noted, the masterplan seeks to acknowledge this and balance requirements for car access and supporting modal shift with improved services and infrastructure alongside partners such as Norfolk County Council.	**240**
24	No further comment.	Feedback noted.	**241**
25	I don't use the local buses so can't comment. Cycle routes are already good, no change needed.	Feedback noted.	**242**
26	I agree that it's a good idea to improve public transport but it seems that this isn't something within the Borough's power - could this initiative be used to make bus services better or improve our rail transport? I highly doubt it. Our cycle network is absolutely shameful and needs holistic thought - not just a hub here, a bit of cycle path there. What does ' informal Park & Ride at the Enterprise Park' mean? If the park & ride buses aren't running at least 4 times an hour, people won't use this service.	Please see **Response Reference 197.** **Please see Response Reference 181** regarding park and ride. The travel hub planned for King's Lynn Enterprise park will provide car parking and cycle storage and associated facilities whilst being on a key bus route into town.	**243**
27	traffic is terrible in King's Lynn - park and ride?	**Please see Response Reference 181** regarding park and ride.	**244**
28	Install plenty of bike security storage due the high level of bike thefts around the town.	Feedback noted.	**245**

29	I do wonder how sustainable a park and ride scheme will be, unless the town is vibrant enough to attract shoppers and visitors.	Feedback noted,	**246**
30	Whilst the provision of 'park and ride' style facilities could be a solution, the need for disabled access would need to be considered	Feedback noted, this is a key consideration for parking across the masterplan.	**247**
31	If can't drive in and park hopefully some will use public transport	Feedback noted.	**248**
32	All very good ideas, but I do feel the 'car culture' has been so emphasised during the past 50 years, it will be difficult to change peoples mindset!	Feedback noted, please see **Response Reference 197** for the approach of the masterplan.	**249**
33	Partially agree with the new proposed walking / cycling routes, however the planning needs to take account of those with poor mobility who cannot walk far/ or cycle. Car parking plans need to take account of accessibility spaces and also the growing size of domestic vehicles (SUVs etc) to ensure legitimate parking is accessible and viable.	Feedback noted, these are all key considerations and are duly noted. Each are important for wider cycling consideration within the masterplan and associated parking strategy.	**250**
34	As far as it goes - I haven't yet found much reference to public transport but I will tell you this: present bus transport is absolutely useless in the evening if you want to attend a Festival event or go to something at the Corn Exchange or anything which goes on later than 9 pm - or basically 8.30 if if you don't want to have half your attention on how long it will take to walk to the bus station to get the last bus. Not everyone wants to come in by car - bus means you can safely enjoy an interval drink. I'm afraid it's chicken and egg because I know such town evening services as we have, up to about 9, are not widely used - but give it time.	Feedback noted. This is a key constraint and something for the Borough Council to work on with the County Council and bus operators as this is identified as a constraint for the nighttime economy.	**251**
35	I don't know	Feedback noted.	**252**

36	In South Lynn and North Lynn health is well below national standards. Active travel not only reduces greenhouse gases but improves health and wellbeing.	Feedback noted, both areas are important connects identified in the King's Lynn Transport Strategy, Local Cycling and Walking Infrastructure Plan and connections within the Masterplan. Both areas are also priorities in the King's Lynn Ten Year Vision For the Pride in Place Programme, this also links to work of West Norfolk becoming a Marmot Place and tackling health inequalities.	**253**
37	As previously explained, the current road bridge across the River Ouse from South Lynn to West Lynn should be included in the transport links strategy for both cycling and pedestrians. It currently creates a hazardous route and must be improved to enable access to and from the town and west Lynn development area. The ferry alone will not be sufficient.	Feedback noted. Please see **Response Reference 56**.	**254**
38	Urgent Consideration. Great cycle route either side of the river but not safe cycle crossing over old bridge or beyond West Lynn, several dangerous junctions across West Lynn side cycle route.	Feedback noted. Please see **Response Reference 56**.	**255**

Do you agree with the areas identified for additional greening and landscaping, and types of space proposed?

	Comment	**Response**	**Response Reference**
1	any areas that can be landscaped rather than left vacant would be an improvement. landscaping around new proposals also beneficial.	Feedback noted.	**256**
2	Greenery and landscaping will enhance the appeal to visitors and provide locals with a sense of pride when looking at the town	Feedback noted.	**257**

3	Need more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available.	**258**
4	The docks area needs to remain as commercial	The masterplan isn't proposing a different use for the main Port of King's Lynn site. However, there is the potential for an area of surplus land to be freed up for parking alongside the Timber Yard site with a link between as part of the emerging parking strategy. The indicative plans also show new commercial/business/creative floorspace on this site, subject to market interest, to complement the wider operation of the port.	**259**
5	Yes, very much so.	Feedback noted.	**260**
6	I think I get it	Feedback noted.	**261**
7	Some areas need protection.	Feedback noted.	**262**
8	Protecting green spaces is good everyone's health, physical and mental. Good for entertainment, reducing footprint.	Feedback noted.	**263**
9	n/a		**264**
10	The more green spaces the better - the more trees and flowers the better - the more parks (parklets) and gardens the better for physical and mental health - it also increases footfall and encourages people to spend more money in local businesses, particularly hospitality.	Feedback noted.	**265**
11	Suggest addtional areas to be considered.	Feedback noted.	**266**
12	There needs to be more of these spaces. I.E St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!	Please see **Response Reference 32**.	**267**

13	It would be great to see more green space in the very center of King's Lynn and more trees.	Feedback noted.	**268**
14	Sounds good	Feedback noted.	**269**
15	Supporting biodiversity top priority	Feedback noted.	**270**
16	It will definitely make the town a nicer place.	Feedback noted.	**271**
17	Beneficial for everyone's well being.	Feedback noted.	**272**
18	They are beautiful spots I. Town which we needs to celebrate	Feedback noted.	**273**
19	The brownfield sites in west lynn are currently wasteland	Feedback noted, please see **Response Reference 39, 41 and 115** in regard to the West Lynn Opportunity site.	**274**
20	Tree plantation "" wilder Green spaces saved " bee inhabitants" bird boxes ' chalk Rivers protected " Stop the fox hunting. New built areas contracts to promise tree planting in all built contacts what they have cut down destroyed replaced BK with landscape designs .	Please see **Response Reference 19, 40 and 102** regarding nature and greening. Masterplan Strategy Harness Natural Assets will be a guiding principle and aims to ensure development in King's Lynn makes the most of existing natural landscapes including the riverfront, open spaces and green infrastructure, and maximise opportunities to sensitively enhance and add to these. Also, to ensure a high quality of environment for existing and future residents.	**275**
21	Not sure about getting rid of car parks	Please see **Response Reference 197** regarding the masterplan approach to car parking.	**276**
22	Sensible	Feedback noted.	**277**
23	I support the areas greening as a great improvement but this will involve the cost of managing, maintaining and policing.	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage.	**278**
24	Largely, yes. The unique topography of King's Lynn and the Wash area has to be kept in mind - particularly with the proposed connected 'green quarter'.	Feedback noted, this is a consideration as we develop plans further.	**279**
25	I would like to see a riverside park with a children's playground.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**280**

26	I'm not at all sure about greening King's Staithe Square. I agree re Devil's Alley.	Feedback noted.	**281**
27	needs to look pretty but don't loose things we need	Feedback noted.	**282**
28	As long as consideration is given around safe spaces and preventing vehicle access.	Please see **Response Reference 48.**	**283**
29	The improvements planned for Boal Quay and West Lynn are exciting	Feedback noted.	**284**
30	I agree	Feedback noted.	**285**
31	.		**286**
32	It's good to see the protection of the Wildlife reserve extended and the West Lynn riverbank area	Feedback noted.	**287**
33	See previous point regarding Tuesday Market place, otherwise overall agree with the new enhanced corridor plans	Feedback noted.	**288**
34	Anything increasing greenspace is welcome. Green corridors are important not just for people but for the urban wildlife which is receiving greater and closer attention.	Feedback noted.	**289**
35	I disagree with greening and landscaping for the sake of it. We are in Norfolk, we are surrounded by countryside, farmland, rivers, fens and coastline. Is this really a priority?	Feedback noted, whilst King's Lynn is well placed to access the natural environment in the countryside and rural settings, it is vitally important to have accessible greenspace in urban areas. This has environmental and biodiversity benifits well as mental and physical health benefits for residents. There is also a role to play in tackling health inequalities and supporting the Marmot Place principles with West Norfolk now being a Marmot Place. Please see **Response Reference 19, 40, 102 and 275** regarding nature and greening in the masterplan and **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront, a key area for urban greening in the masterplan.	**290**

36	Not sure about this at some sites e.g King Staithe Square. 'Greening' isn't always appropriate! I like the lack of 'clutter' in King Staithe Square.	Feedback noted. The Masterplan notes that the next steps for development of the riverfront design will include ensuring that the type of greening proposed is compatible with the existing programme of events hosted at King Staithe Square.	**291**
37	Walking and cycling routes along the river banks on both sides need safe river crossing by bridge (existing) and ferry.	Feedback noted, please see **Response Reference 56** in regard to cycle infrastructure and bridge over to West Lynn. Please see **Response Reference 39 and 41** in regard to the ferry.	**292**
38	Some activities like table tennis and outdoor gyms.	Feedback noted.	**293**
39	What could be used are planters at edge of Tuesday Market Place. Kings Staithe Sqaure – not trees – areas are required for events, Festival Too, and the Mart. Outdoor seating is only used in Summer Months as it is too cold to sit too long by the Ouse. Devils alley who will maintain the community space. Boal Quay better as a wildlife park.	Feeback noted. Regarding Tuesday Market Place please see **Response Reference 192, 211 and 217.** We consulted at an early stage with our Public Open Spaces team in terms of new park and public space on the riverfront. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront	**294**

487

Do you agree with the key principles for new built form and public realm? Should anything else be considered?

	Comment	**Response**	**Response Reference**
1	all issues will need careful balancing	Feedback noted.	**295**
2	N/a		**296**
3	Unsure	Feedback noted.	**297**
4	Unsure	Feedback noted.	**298**

5	As stated no new bland architecture. So many locals don't like the new library for this reason. The Vancouver Quarter is bad enough.	Please see **Response Reference 135.**	**299**
6	I didn't understand any of it, but we need more housing. We need another couple of blocks of flat. It's horrible round here.	Feedback noted. The delivery of new housing is one of the key focuses of the Masterplan. The vision is for high quality town centre living that meets local demand, informed by the Housing Delivery Strategy, Needs Assessment and Local and National Planning Policy.	**300**
7	I don't understand this. Sorry	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**301**
8	N/A		**302**
9	n/a		**303**
10	Yes - love the proposals to reclaim Tuesday Market Place "as a vibrant common ground for celebrating, performing, resting, and gathering." Also, yes please: • Provide new public realm at Common Staithe Quay, integrated with surrounding community, residential, and night-time uses • Develop a new public square and reshape the riverfront as a pedestrian-priority destination, linking Inner Purfleet, King's Staithe, South Quay, and Devils Alley, with further connections down to Boal Quay and the Southgates • Reclaim the area around the Minster as a public place that connects seamlessly with the town's heritage and cultural character. Please do all of this - you could create the most beautiful port town in the UK.	Feedback noted.	**304**
11	Require more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Following	**305**

		adoption of the Masterplan, all sites will require further detailed design work which will be developed through further consultation.	
12	Think bigger and bolder.	Feedback noted.	**306**
13	Agree.	Feedback noted.	**307**
14	Small community squares and pedestrian improvements are great ideas	Feedback noted.	**308**
15	N/A		**309**
16	I don't have any additional ideas	Feedback noted.	**310**
17	Don't know enough to comment	Feedback noted.	**311**
18	Preserving the town in its entirety	Feedback noted.	**312**
19	Sound principle	Feedback noted.	**313**
20	Master plan is Sports " that's my vision we are loosing bowling greens cricket areas Girls English teams in cricket is awesome " But old traditions sports are long forgotten bowling greens cricket " Tennis courts free for the public to use " my huge passion was years BK in a O4 in the Lynn news article a Olympic swimming pool originally going to be built in South Lynn " That never happened" We have in West Norfolk North Norfolk the arrival competitors for England Or training for as in Norwich city ' I believe strongly South Lynn is a the open area for that Olympic swimming pool parking spaces and the attraction for kings Lynn green spaces plantation off trees visions ' grounds off growth off rivers revitalized or openings growth off heathers clouringings plantations to lower the risks of future floodings from bursting banks .. Sola energinering for business economics complex heat wave areas ..	Feedback noted, we consulted with Alive Leisure within the Borough Council to ensure the masterplan considers sports provision where appropriate. Please see **Response Reference 19, 40, 102 and 275** regarding nature and greening in the masterplan. Detailed design such as solar panels would be considered at a later design stage but is noted as an important feature to include where possible in new development.	**314**

21	Would be better if any developments were more in keeping with old style King's Lynn. Not some new modern idea like the new library which is not in keeping with a historical town	Please see **Response Reference 135.**	**315**
22	Swifts bricks in new buildings, to follow national planning guidance NPPG Natural Environment 2025 paragraph 017.	Feedback noted, this level of detail will be relevant at detailed design and planning stage when projects come forward.	**316**
23	The town entertains well with special events Festivals, Heritage Days and perhaps this can and will be expanded to increase the attachment and feel good factor.	Feedback noted regarding events, these are a key element to the town centre environment in terms of vitality, footfall and the residential offer to encourage people to live in the town	**317**
24	There has to be a push towards extremes. Either classical or truly modern. New built form that compromises and becomes a milquetoast creation of cladding and class for instance will age poorly and replicate previous mistakes.	Please see **Response Reference 135.**	**318**
25	No comments to make on this other than the above	Feedback noted.	**319**
26	Hard to agree with something that I find unclear. I have no idea what 'Re-establish historic plot rhythms to repair urban grain' means - it's word salad to me.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. The final Masterplan, updated following the second round of consultation, also includes a glossary giving the definition of technical terms used in the Masterplan including ‘urban grain’. Please also see **Response Reference 20**. Re-establish historic plot rhythms to repair urban grain' means restoring street frontages and plots where this has been lost over time, such as current surface car parks cleared of buildings in the 20th Century.	**320**
27	q		**321**
28	Yes	Feedback noted.	**322**
29	1		**323**

30	Public realm needs to be considered in the context of long term management, to maintain areas and thoroughfares which remain safe and loved	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage.	**324**
31	.		**325**
32	Good plans! Would have like to see a specific traffic-reduction scheme for the Southgates / London Road area, as this is a real bottle-neck and issue for pedestrians/cyclists living in and using the area.	Please see **Response Reference 44 and 99** for more information on the Southgates Area and the inclusion within the masterplan.	**326**
33	Any new public realm spaces need to be well maintained and be safe. The masterplan appears to have a main focus on this and I'm not sure that all of the areas are justified alongside the current spaces we already have on offer. I have already commented on the Tuesday Market Place not being fully transformed, but do agree with the other areas, particularly around the riverfront and the Minster	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage.	**327**
34	Design code - yes, yes, yes! I've seen previous major documents put forward by "outside experts", lavishly illustrated with examples from other (often much bigger) places which have no relation to the character of Lynn at all (I've one such document in particular in mind - long time ago: hopefully it's been binned by now. "Re-establish historic plot rhythms" - yes please, before it's too late.	Feedback noted.	**328**
35	Safety and confidence for people is key. 'Public realm' is a spurious concept. Keep up good litter and bin collections (very good!) keep up local police patrols, stop cycling in pedestrian areas. Small things make a big difference. 1 The proposal to build up to 5 stories high on Boal Quay would be well out of character with the nearby Nelson Street, historic Quay and other medieval buildings.	Feedback noted, we consulted at an early stage with our Public Open Spaces team and Community Safety and Neighbourhood Nuisance Team to ensure these considerations are brought up at an early stage. Boal Quay is not proposing 5 storeys high and the design was further refined for the second public consultation and then the final	**329**

492	2 The English is poor here (unclear) “A context-sensitive built form, scale and grain”, “intuitive wayfinding”, “historic plot rhythms. Was this written by AI? However, the aims/actions are good, a positive vision. 3 Commitment to sustainable low-carbon construction principles and the use of renewable and zero carbon energy using the latest emerging ideas and technologies seem to be missing from the principles. It would be great to see some real determination to include these in such aspiration plans. 4 N/A 5 Don’t build on car parks, but use existing buildings as suggested – the Old Post Office, Debenhams and any other buildings that become long-terms vacant in the future.	masterplan. This will be further developed as the come forward beyond the masterplan. Feedback noted regarding wording, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20 and 320**. The proposals have been devised and designed without the use of AI – this includes the quantum and form of development shown, all plans, and the majority of illustrative/sketch material including all hand sketches and colouring. In a limited number of instances AI has been used to enhance image and colour quality of sketches, but none of the content in the Masterplan is solely AI generated. Feedback noted regarding sustainable low-carbon construction principles and the use of renewable and zero carbon energy. The masterplan includes the former Debenhams and Post Office building as opportunity sites. Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	

18. Do you agree with the order of the key steps identified to deliver the Masterplan?

	Comment	**Response**	**Response Reference**
1	yes	Feedback noted.	**330**
2	I believe the council will deliver the plan in a way that benefits not only the town but its residents	Feedback noted.	**331**

3	Common sense approach	Feedback noted.	**332**
4	Lots to do	Feedback noted.	**333**
5	Yes.	Feedback noted.	**334**
6	It needs to be quicker than 20 years and we need to have a doctor surgery	Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision. Whilst the masterplan cannot directly influence the immediate delivery of a doctors surgery we consulted the NHS and will also be working with the Planning Policy team to integrate the masterplan in the new Local Plan. The NHS will also be consulted during this process and will independently consider where new medical infrastructure is required based on future development and growth. The indicative plans for the St James' Swimming Pool Site also allow for a potential healthcare use.	**335**
7	Again I'm not sure.	Feedback noted.	**336**
8			**337**
9	Definitely moving in the right direction.	Feedback noted.	**338**
10	Yes - vital to get the quick wins first - vital to get the cars out of the town centre as soon as possible.	Feedback noted.	**339**
11	Based on previous media release on plans I doubt this one will be followed.	Feedback noted, the masterplan includes viability and deliverability expertise from Aspinall Verdi which will include a delivery plan. We are also working closely with Planning Policy to align the masterplan with the Local Plan in development and other delivery partners such as Historic England and Homes England, who have been consulted through. This is to ensure that the masterplan is deliverable and will achieve tangible results.	**340**

		Please also see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town.	
12	Yes	Feedback noted.	**341**
13	This makes sense to me and seems logical.	Feedback noted.	**342**
14	Sounds like a plan, if only anything promised was ever actually done!	Feedback noted, please see **Response Reference 340**.	**343**
15	Quick wins to start good idea	Feedback noted.	**344**
16	I am not in a position to judge as I have little knowledge of these things!	Feedback noted.	**345**
17	Prevents the "we've always done it this way" attitude.	Feedback noted.	**346**
18	The priority is well thought out	Feedback noted.	**347**
19	Too vague a timetable	Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplans vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision.	**348**
20	What's master 6 ..confused . Key points area interperprizing attractions to prevent founding ' Historical areas to continue protected " Guild hall ' shake spear "" True,est Yard attract education history" The clear reminder how bishop or Lynn " kings Lynn became how it is " regarding devil's ally the wasted area to it " That could be developed into something off uses close to the mill river closed off banks you could revitalize it ' A garden seated areas cottages gardens affect flowers ..Green spaces for the public .	Feedback noted regarding wording, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**349**
21	.		**350**

22	Sensible	Feedback noted.	**351**
23	Good luck an ambitious task.	Feedback noted.	**352**
24	Yes, but also fully aware of the issues in dealing with public funding and government policy. If there is deviation (forced or needed) from the steps, regular clear and honest communication to the public is key.	Feedback noted.	**353**
25	No comments to make other than the concerns identified above.	Feedback noted.	**354**
26	Definitely agree with using quick wins to improve streets & public spaces and low-cost interventions. There are many places where spending a little money could result in big gains.	Feedback noted, this is supported by the Evolve and Adapt Masterplan Strategy.	**355**
27	c		**356**
28	Someone will always moan that the process wasn't correct in delivery so its a learning curve as each project phrases into the next and understanding of the lessons learned so they can be applied.	Feedback noted.	**357**
29	I'm impressed with the level detail and though that has gone into the project, but also understand priorities may need to be adjusted to take into consideration funding opportunities.	Feedback noted.	**358**
30	Debenhams site has been a problem for over 5 years and requires urgent attention. St James' is still actively in use and once (if) the new pool is developed at Lynnsport, it needs to be considered in light of its connectivity to The Walks. St James' Road is a major arterial route into and through KL and could act as a barrier to pedestrian access	Feedback noted, Debenhams is included as a priority opportunity site in the masterplan. The pedestrian crossing to The Walks is included in the Norfolk County Council Sustainable transport and regeneration scheme (STARS) which includes the one way system and Railway Road (please see **Response Reference 8, 10 and 44).**	**359**
31	.		**360**

32	Realise the decision to close St James Swimming Pool has already been taken, but very disappointed there will no more town centre facilities. Lynnsport is not central for those who do not drive, has a poor bus service at night and I personally felt very unsafe when using it in the past (some time ago and may have changed.)	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities.	**361**
33	I'm not sure these have been clearly articulated, other than to bring one key vision together for the town which clearly makes sense	Feedback noted regarding wording, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**362**
34	Your info boards don't seem to follow the same order as your questionnaire. I don't have a smartphone so I can't use the QR code to bring up the appropriate part of the q'naire at the end of each relevant section. I'm having to do this on my laptop by having the masterplan doc and the q'naire both open one behind the other and go between them.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**363**
35	Can't remember. Do Debenhams asap. Planning beyond 3 years is futile, especially with elections and the local authority structure uncertain.	Debenhams is included as a priority opportunity site and the masterplan considers next steps for delivery. Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplan's vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision.	**364**
36	Order? Are these in order of priority? It isn't clear. Broadly speaking, I agree with the key steps.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in response to this. Please also see **Response Reference 20**.	**365**
37	Consider the co-location of an appropriately sited data centre with the new swimming pool to make use of waste heat for pool and local building heating – concept already proven in Exmouth (Deveon). British company Deep Green is a world leader using	Feedback noted regarding potential for heating options and the swimming pool.	**366**

	closed loop system to minimise power and water usage from local infrastructure.		
38	I appreciate that the ideas need drawing up, consultation is important but I worry a lot of expense used in planning and not actioning and the time scale seems rather distant.	Feedback noted. Please see **Response Reference 14** regarding the Evolve and Adapt Strategy and the ambition for short term interventions that kick start the masterplan's vision for the town. Please see **Response Reference 55** for why the masterplan has a 20 year vision.	**367**
39	The plan will be adjusted overtime as the town changes through vacant buildings, flooding and finance available.	Feedback noted.	**368**

497

Do you agree with the design brief set for: (The St James' Swimming Pool site, The former Debenhams building, Church Street car park, The Port and Timber Yard, Common Staithe Quay, Boal Quay and West Lynn).

	Comment	**Response**	**Response Reference**
1	key concern is loss of leisure facilities for those residents living away from the lynnsport area, whilst benefits of new site are noted, having one area with all the leisure/sports facilities which	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities.	**369**

	is outside of walking distance for areas like South Lynn or the Friars may not be the best approach.		
2	Very well laid out plans that will provide great benefits to our town	Feedback noted.	**370**
3	These all need regeneration	Feedback noted.	**371**
4	West lynn is brownfield space currently unused	Feedback noted.	**372**
5	As long as these plans are sympathetic to their surroundings then it's all good.	Feedback noted.	**373**
6	Not sure	Feedback noted.	**374**
7	The swimming pool is a prime example of how narrow minded you lot are and how you don't listen or don't care about the people in King's Lynn. Leave the pool where it is and build a new one there. By putting it at Lynnsport you are depriving the bowlers of their hobby, a place for the lonely to meet. Plus North Lynn isn't a place you'd want to be at any time of the day	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities.	**375**
8	As above	Feedback noted.	**376**
9	n/a		**377**
10	The more mixed use spaces the better - avoid zoning and increase mixed-use lived gentle density in the heart of the town above retail space.	Feedback noted, please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses and vitality.	**378**
11	Require more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available.	**379**
12	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not	Please see **Response Reference 32**.	**380**

	every space needs to be filled immediately with a development - Lovell or otherwise!		
13	I thinks the old Debenhams could be used in a multiple ways. Such as: 1) A central gym like you see in Norwich and many other cities. 2) Central Spa, you need to bring people into KL and this would help 3) Bar/Restaurant 4) Bakery 5) Indoor leisure such as mini golf 6) High quality apartments above	Feedback noted, support for uses will help the plans develop further.	**381**
14	Swimming pool etc needed in town centre, not LynnSport	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site.	**382**
15	Agree to all	Feedback noted.	**383**
16	I would be concerned about the impact of replacing all those parking spaces with green spaces. If people can't come in and park their cars, it might drive them elsewhere if they don't want to use other transport.	Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**384**
17	The proposals improve and enhance the sites by increasing green/public spaces whilst retaining some functional use.	Feedback noted.	**385**
18	The ideas & design is favourable	Feedback noted.	**386**
19	West Lynn brownfields are overdue development, and this proposal is much more sympathetic than other previous ones. Removing a car park in town seems short sighted if you are also increasing residential units	Feedback noted regarding West Lynn. Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**387**

20	Not to be left destitute ' but to gain " to protect save public attractions and Hoilerday makers Bishop off Lynn - reminder of the wild spread historical town " Kings Lynn . And castle rising ' car parking is a must have " Debenhams newly build " But to think of nosie limits ' No night clubs for living residents " St James swimming ' A new built pool Olympic .Port timber Yards Docks survival for the future cargo delivery. ..West Lynn the boat crossing to continue green spaces new birth pathways for cyclist Pavement areas resurface ..	Feedback noted.	**388**
21	Not really sure. But it looks like so many parking spaces are going to be lost. Spaces being lost that are behind and in front of the Corn Exchange does not sound like a good idea. The Corn Exchange seats a lot of people and many people visiting are unable to walk far	Please see **Response Reference 197** regarding the masterplan approach to parking and transport. Please see **Response Reference 211 and 217** regarding the Corn Exchange.	**389**
22	Sensible, esp. nature reserve for West Lynn.	Feedback noted.	**390**
23	I question whether the swimming pool should be moved from the centre?	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site.	**391**
24	n/a		**392**
25	The riverside area needs more green space. not more commercial/entertainment/dining. Please see comments above.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**393**
26	Strongly disagree with moving the St James pool out to Lynnsport for too many reasons to list here but this masterplan is all about making the town centre better and moving one of our best facilities out of the town centre is a big mistake to me. And so wasteful. Improve what's already there - it's a big site with lots of potential for a bigger, better pool facility. Debenhams desperately needs work to help revitalise that end of the High Street but will take massive investment. Church Street - yes, put	Please see **Response Reference 25** in terms of the context of the Swimming Pool Site. Please see **Response Reference 67** regarding potential high street/town centre facilities. Feedback noted.	**394**

	housing along the street frontage. Boal Quay - extend Hardings north to make a bigger, better green space.		
27	-		**395**
28	Its all about bringing areas to attract visitors into the town when people often bypass as they head to the coast.	Feedback noted, please see **Response Reference 2,3, 5, 8, 12 and 109** in terms of town centre uses, vitality and tourist draw to the town.	**396**
29	Thought has been given to improve the presentation of the town	Feedback noted.	**397**
30			**398**
31	.		**399**
32	As mentioned on previous section, do not agree with the decision to close St James Swimming pool, hence my rating. Residential buildings there should be no more than 3 stories high.	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site. Feedback regarding building heights noted.	**400**
33	At first overall review, al of these plans are looking towards enhancing each of the areas and providing mixed spaces and new development.	Feedback noted.	**401**
34	Agree = I know and approve of what you're saying. Unsure = I would like more detail. Disagree = means what it says because I don't agree with moving the swimming pool. IF it needs replacement, it should remain precisely where it is, easily accessible to people outside the town by public transport without having to get on a second bus. Church Street - yes, the street needs its east side "reclaimed. Debenham's - yes it's vital to do something with it. It dominates that end of the street - not fair on the smaller traders. Don't turn the waterfront into a pretty-pretty dressed-up area - its character has developed naturally into its present appearance - it's plain but not unpleasant, still a nice place to go to enjoy the river views.	Please see **Response Reference 25 and 67** in terms of the context of the Swimming Pool Site. Feedback noted on site specific points. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**402**

35	Do Debenhams.	Feedback noted.	**403**
36	Too many town centre parking spaces lost?	Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**404**
37	Improve the links between West Lynn and the Town.	Please see **Response Reference 39 and 41** in regard to the ferry. Feedback noted, please see **Response Reference 56** in regard to cycle infrastructure and bridge over to West Lynn.	**405**
38	Would like more info near the design stage on what the St James Swimming Pool site will be.	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Following adoption of the Masterplan, all sites will require further detailed design work which will be developed through further consultation.	**406**

502

Do you agree with the key design principles identified for improved public realm at: (Purfleet Quay and South Quay, King's Staithe Square and Devil's Alley)

	Comment	**Response**	**Response Reference**
1	n/a		**407**
2	N/a		**408**
3	Good starting point	Feedback noted.	**409**
4	All good enhancements	Feedback noted.	**410**
5	I'm not sure if Devil's Alley would be used appropriately but I like the idea of open space so long as neighbouring Boal Quay has enough going for it.	Feedback noted, please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront.	**411**

6	No.	Feedback noted.	**412**
7	It's our historic Quarter. And needs to be preserved	Feedback noted.	**413**
8			**414**
9	n/a		**415**
10	Yes but do much more to reduce vehicle access - the fewer cars the better - the fewer exceptions the better - use automatic bollards as they do in Francy (visit Le Crotoy to see in action) to only permit access for delivery at certain hours. The more you can enhance the environmental quality of the public realm, the better. In particular, as you propose, create a destination: • that encourages locals and attracts visitors to the area • that celebrates the town's Maritime and trade Heritage • with relaxing places to sit and socialise or simply enjoy the view across the river, with comfortable seating and a welcome for people of all ages and abilities • that has more green spaces and more trees and flowers wherever possible.	Feedback noted.	**416**
11	Require more information	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Following adoption of the Masterplan, all sites will require further detailed design work which will be developed through further consultation.	**417**
12	King's Staithe Square looks like it is now in the plans - no major changes! Have you consulted the owners of The Bank House?	The concept design for King's Staithe Square introduces a more organic layout to break up existing hard landscaping, create green areas with planting and trees alongside new seating. The space is designed to remain a usable events space but with more of an offer and draw year-round as a high quality public space linking to the design for the wider riverfront and South Quay.	**418**

503

		Riverfront businesses and stakeholders, including The Bank House have been consulted during the masterplans progress and will continue to be important stakeholders as the project progresses further.	
13	N/A		**419**
14	Good	Feedback noted.	**420**
15	Agree to all	Feedback noted.	**421**
16	Same reasons as previous question.	Feedback noted.	**422**
17	The proposals greatly enhance the areas for public use and social involvement; these bring King's Lynn up to date as opposed to a rather jaded presentation.	Feedback noted.	**423**
18	These are prime historical and tourism hot spots and would therefore highly benefit from the new ideas	Feedback noted.	**424**
19	Sound principle	Feedback noted.	**425**
20	Yes I agree .	Feedback noted.	**426**
21	Would be good for more places to sit and eat own food outside	Feedback noted.	**427**
22	Sensible. Native species & suitable water features for biodiversity.	Feedback noted, these will be important considering as the schemes progress to detailed design and delivery.	**428**
23	Agreed	Feedback noted.	**429**
24	Ensuring that the plans continue to include public arts / performing space and the built environment is sympathetic to the current architecture and history of the quayside - and try to bring the maritime history of Lynn to the forefront.	Feedback noted, public art is an element included in the emerging plans for the riverfront and will evolve over time, with further input available at the next public consultation for the masterplan.	**430**
25	Please see above comments.	Feedback noted.	**431**

26	I'm confused by the ref to Purfleet Quay - can't find anything about Purfleet in the exhibition boards. I would say leave the Purfleet as it is - we don't need it to be a 'performance space' or anything like that.	Feedback noted. Purfleet Quay is not directly part of the public realm proposal in the masterplan at this stage but is a space directly adjacent to King's Staithe Square and an important part of the riverfront so needs to be considered as part of the riverfront 'whole'.	**432**
27	-		**433**
28	Anything is an improve on what is currently there although I do wonder how the greenery will survive following a high tide and the affects the salt water may have on the plants?	Feedback noted, appropriate species would be selected to be resistant to the conditions of this environment. We consulted the Public Open Spaces Team and the Borough Council Arboricultural Officers at an early stage. This will be a key consideration as the project develops to more detailed design.	**434**
29	All these sites are an important part of the oldest part of town - Devil's Alley in particular is in need of beatification.	Feedback noted.	**435**
30	I fail to see what the development of Devil's Alley is seeking to achieve and I am not sure that more permanent public performance space on King's Staithe is required beyond what would result from opening up Tuesday Market by relocation parking.	Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront. King's Staithe Square is currently used as an events space throughout the year and the proposal seeks to support this periodic use in the emerging design.	**436**
31	.		**437**
32	Think these are good re-development and use of these areas.	Feedback noted.	**438**
33	Again it appears that the Riverfront car parking will be removed - need to consider accessibility to these areas, and how individuals will access the new facilities - re my point about Tuesday Market Place being a very well used car park. There is no public transport option currently to move around the town.	Feedback noted, parking on the riverfront forms part of the wider balance and parking considerations for the whole town centre within the masterplan and parking strategy. Please see **Response Reference 197** regarding the masterplan approach to parking and transport.	**439**
34	South Quay King's Staithe: I'd want to see more detail of the overall aim. Please don't stick trees everywhere; it's not a park. They aren't part of the character of the area. One of the big things here is the clear view of the Custom House as you come	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Please see **Response Reference 8, 14, 29, 40, 45 and 112** in regard to the riverfront including Devils Alley. Feedback noted	**440**

	round from South Quay plus a clear view down river towards the Wash and the sweeping curve of the river looking south. Why on earth would they need a line of trees getting in the way? Devil's Alley - sorry can't comment - I've lost track of all the grand schemes that have been proposed here! I now can't see clearly what the site really needs but if you want trees anywhere turn it into a pocket park.	regarding the importance of the views to and from the Custom House and the river. These are key considerations and the proposals seek to work with these attributes rather than detract from.	
35	Can't remember the design principles. Would have been good to link them up to the survey. Disagree with the garden proposal for Devil's Alley.	Feedback noted.	**441**
37	Not sure about trees & planting in King Staithe Square.	Feedback noted.	**442**
38	Consider the use of the Custom House dock as previously explained to create a floating building of exciting and innovative design, perhaps echoing Captain Vancouver's ship HMS Discovery in which he sailed to explore and map the North West coast of what is now America and Canada. Innovative timber construction echoing a ships form but with useful indoor and outdoor space to use for education, exhibition and community uses with a theme of promoting an ethos of adventure, exploration and discovery in connection with the maritime heritage an opportunities.	Feedback noted, please see **Response Reference 56**.	**443**
39	Kings Staithe Square needs access for parking for Bank House, and room for events. Room required on pathway to avoid cars going through square.	Feedback noted.	**444**

506

25. Do you have any other comments?

	Comment	Response	Response Reference
1	No.		**445**
2	Listen to us, the people. We know best. Don't let us down.	Feedback noted.	**446**
3	n/a		**447**
4	Please do all of this and more - King's Lynn should be an absolute gem of a place - it has so many beautiful buildings in a stunning location.	Feedback noted.	**448**
5	Keen to be directly involved in the decisions is this only possible if I become a councillor?	The second public consultation was on the draft final masterplan where more information and detailed plans were available. Members of the public were able to provide feedback throughout the public consultation process as the masterplan developed. Further opportunities will also be available as development comes forward via further consultation and the planning process where relevant. Decision making for the masterplan and riverfront will be made at Borough Council and Neighbourhood Board level.	**449**
6	St James Swimming Pool should be looked at as an open space /gardens with modern sculptures. This keeps the Rail to River sightlines clear and provides a welcome entry to the town. Not every space needs to be filled immediately with a development - Lovell or otherwise!	Please see **Response Reference 32**.	**450**
7	I look forward to seeing these developments and the current ongoing ones - especially the arts center.	Feedback noted.	**451**
8	No		**452**

9	45-54 in age but thinking about the very disadvantaged young people I work with when answering some of the questions, as it is their futures and jobs I am most interested in improvements for.	Feedback noted, we made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. We also conducted drop-in's at The College of West Anglia throughout the second public consultation and conducted a drop-in at The Beacon in North Lynn during their pizza project session to directly target young people. Please also see **Response Reference 20**.	**453**
10	No		**454**
11	My comments I have revealed ' ! ..		**455**
12	I am a landowner and investor wishing to improve the Borough. I find the planning process too restrictive, time consuming and an obstacle to achieving growth.	Feedback noted, we are working closely with planning colleagues to ensure the masterplan can be integrated into the new Local Plan where appropriate to ensure the masterplan is reflected in planning policy. By doing this we aim to ensure masterplan projects are deliverable and certainty is provided to investors.	**456**
13	Thank you for the opportunity to offer feedback.		**457**
14	It's v hard not to be cynical about yet another round of consultants who don't live in or know the town telling us what is best for us. You could fill library shelves with all the various reports that have come out in the last couple of decades and really, what has changed for the better? It's all too top-down.	Feedback noted, the masterplan team were selected via tender exercise and were successful due to their professional expertise. Local views are vital and the project is led by Borough Council Officers and local Members alongside public consultation. This fed into the project at its inception from previous consultation exercises and during the masterplan project itself. This is vital to ensure local views are fully embedded in the plan.	**458**
15	-		**459**
16	No		**460**
17	I hope that funding is made available for the majority of the plan to be completed (in my lifetime)	Feedback noted, the masterplan aims to leverage available funding, such as from the Pride in Place Programme for the riverfront alongside providing a sound policy basis to leverage funding opportunities from a range of sources, this could include Historic England and Homes England as examples.	**461**

18	Many thanks to the people who manned the exhibition on the Tuesday Market - excellent and helpful and enthusiastic! Most people I have talked to are unaware of the plan and proposals, could there be more publicity?	Feedback noted, we are aiming to make the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. Please also see **Response Reference 20**.	**462**
19	This wasn't easy to do on-line unless a smartphone can help, which I don't have. Haven't had opportunity to return to do the q'naire on paper and that shouldn't be necessary unless you don't have on line facilities. You need to see both subject boards and q'naire at the same time - preferably in the same order. I'm not an IT buff but I'm used to using it. If I've got the wrong end of the stick in so doing, is that my fault? Or whoever devised the questionnaire?	Feedback noted, we are aiming to make the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. Please also see **Response Reference 20**.	**463**
20	I had to really search to find this survey. It wasn't available on the Vision KL website.	Feedback noted. The survey was advertised on the Borough Council website and social media and was available here: https://www.visionkingslynn.co.uk/have-your-say/#kings-lynn-masterplan We made the second consultation on the draft final Masterplan simpler, more engaging and easier to respond to in an effort to get responses from as wide a range of people as possible. Please also see **Response Reference 20**.	**464**
21	I am recently retired from teaching at Springwood High School and would be very interested in engaging further in the development of these exciting plans.	The second public consultation was on the draft final masterplan where more information and detailed plans were available.	**465**

Response to Additional Consultation Feedback

1.

Dear Sir or Madam,

I would like to provide my comments on the proposed masterplan, with particular interest in the West Lynn areas.

I feel that improvements should be made to the West Lynn ferry service and its associated facilities to ensure the continued operation and increased use of this currently underutilised service. Enhancements to the West Lynn eastern boundary, including commercial development such as cafés alongside improved nature areas, would strengthen the village while ensuring that important views of King's Lynn's heritage are maintained.

Improving the ferry service through better access, additional car parking, and increased promotion would help ease traffic congestion into the town centre and reduce the town's overall carbon footprint. As a local dog walker, I would also be very keen to see improvements made to the West Lynn boardwalk, which has significant potential as a recreational and heritage asset.

I strongly believe that suitable allocation should be made for affordable housing within both the King's Lynn and West Lynn areas. West Lynn, in particular, offers an ideal opportunity to deliver affordable housing away from the constraints of the historic town centre, while supporting better connectivity into the town.

I support the allocation of the Del Monte and Dreggings sites for enhanced nature areas, which would help preserve and enhance views of King's Lynn's heritage. These areas would be well suited for dog walkers and visitors from villages west of the River Ouse. There is also potential for small-scale commercial uses, such as cafés or visitor centres linked to nature walks, that would make positive use of the riverside setting.

In addition, I strongly support the use of the Del Monte site to provide improved parking facilities for the local school. School-related parking is currently limited and contributes to congestion within the village at peak times. Allocating suitable land at the Del Monte site for school parking would improve safety, reduce traffic pressure on residential streets, and support better access for parents, staff, and pupils, while also complementing ferry parking provision.

Further improvements to the ferry service, including better steps and parking provision, could also be supported through land allocation at the Del Monte site. Additional parking along the West Lynn boundary would encourage ferry use, reduce car traffic entering the town, and lower carbon emissions. The combined use of this site for ferry, school, and visitor parking would represent an efficient and sustainable use of land.

While I support the protection of the Del Monte and Dreggings sites for nature and heritage-focused uses, I believe that affordable housing should be directed to other suitable areas within West Lynn. Land adjoining Blackthorn Drive, and other similar sites, should be

considered for affordable housing development. This approach would help meet local housing needs without compromising key riverside views, heritage settings, or nature areas identified in the masterplan.

By allocating affordable housing to appropriate sites in West Lynn away from the riverbank, pressure on the town centre can be reduced. This would allow greater focus on enhancing key elements of the masterplan, such as nature areas, historic spaces, and transport routes, while still delivering much-needed housing for local people.

Overall, the areas allocated within the masterplan appear well considered and broadly aligned with the needs of the town and surrounding villages. I particularly support the focus on improving nature areas and maintaining heritage views from the West Lynn village and boardwalk sites. Commercial uses such as cafés would help meet the cultural and social needs of the village and attract more visitors to the King Charles III coastal path, further supporting ferry usage and improving town connectivity.

I would also like to see further consideration given to improving public transport routes, including the ferry service from West Lynn and a review of the bus lane from South Lynn into the quay, which may be better utilised for general traffic.

I believe the proposals are positive and will benefit both King's Lynn and West Lynn. With careful consideration of nature, heritage, transport, education, and affordable housing, this represents a valuable opportunity to create a better connected, more sustainable town.

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Response Reference 466

Feedback noted, this will be important as plans for the area are further developed. Please see **Response Reference 39** and **41** in regard to the ferry alongside **115** in regard to West Lynn Opportunity site. Please see **Response Reference 197** regarding the approach to parking which includes maximising the opportunity at West Lynn and ferry to help prevent unnecessary trips by car into King's Lynn Town Centre from the west. Feedback is noted regarding affordable housing; this is an important consideration with future housing need– Please see **Response Reference 82**. Please also see **Response Reference 197** for the approach to public transport.

2.

Thank you for the opportunity to meet with yourself and members of the Local Plan team too during your information event at the Corn Exchange last Friday. It was very helpful to be able to gain a better understanding of the Masterplan proposals which are exciting and important too for the future of the town and borough. We were unable to submit responses on the electronic questionnaire as the QR code was not active at the event and so wee concerned that we would miss the consultation deadline. However please find enclosed written responses which we hope can be included in the overall response. The key points we raise are:-

- Active transport links across the river should include improvement of the current road bridge to encourage walking and cycling into town from the West Lynn side.

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- Principles and examples of sustainable and where possible zero-carbon building projects and practices should be stated and pursued in the plan. Examples might include timber constructions where possible, co-location of data storage centres to provide zero-carbon and reduced cost community hating options.

- Consideration should be given to the use of the Customs House dock for a floating structure/building echoing Captain Vancouver's ship HMS Discovery and the spirit of exploration, creating an educational and community focused space looking outwards and forward but with inspiration from the important history of the town.

We are quite sure you will have plenty to consider from the responses you receive thank you for your time and important work. We would be happy to engage in any further work in the future.

Response Reference 467

Comments noted. Please see **Response Reference 13**, **14** and **24** in regard to the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).

The Bridge from Wisbech Road to West Lynn is part of the Orange Route (Town Centre to Clenchwarton) in the LCWIP. A medium-term priority within the LCWIP is for a segregated cycle facility over the Cut Bridge (Ref: 01-06). The LCWIP is endorsed by both the Borough Council and Norfolk County Council and this feedback supports this ambition and future delivery. Comments noted regarding sustainability and sustainable building practices as well as use of Purfleet Quay. These suggestions were further considered as the masterplan developed into a full draft document – please see **Response Reference 56**.



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KING'S LYNN MASTERPLAN

Public Consultation 11 May – 12 June 2026

RESPONSES REPORT

Borough Council of
King's Lynn &
West Norfolk

King's Lynn Masterplan Consultation Process and Consultees

Throughout the masterplan project there have been regular Project Working Groups with Borough Council Planning Policy, Development Management, Conservation, Property and Housing as well as Transport Officers from Norfolk County Council.

The Project Team also had meetings with the Borough Council Public Open Spaces Team, Operations team, Waste and Recycling, Arboricultural and Ecology Officers regarding the masterplan and specifically the Riverfront Public Realm proposals.

Alongside Officer briefings and updates there have also been regular updates to Borough Council Regeneration & Development Panel, King's Lynn Area Committee and Member briefings.



A full list of consultees include:

Borough Council of King's Lynn & West Norfolk

- Planning Policy
- Planning Development Management
- Conservation
- Ecology
- Arboricultural
- Housing
- Corporate Projects
- Tourism
- Cultural Officer
- Operations & Commercial
- Public Open Space
- Environmental Health – Air quality, Emergency Planning, Flood and Water Management
- Property
- Transformation and Change
- Communications
- Community Safety and Neighbourhood Nuisance
- Alive West Norfolk
- Regeneration and Economic Development
- Waste and Recycling

Norfolk County Council

- Transport Planning
- Active Travel
- Highways Infrastructure
- Property
- Communities and Customer Service
- Local Nature Recovery Strategy (LNRS)
- Lead Local Flood Authority (LLFA)

Other Organisations

- Historic England
- Environment Agency
- Natural England
- King's Lynn Conservancy Board
- Eastern Inshore Fisheries and Conservation Authority (IFCA)
- Lynn Shellfish
- Landowners
- Vancouver Quarter
- Homes England
- Arts Council
- National Lottery
- Architectural Heritage Fund
- Kings Foundation
- Freebridge
- King's Lynn Civic Society
- King's Lynn Preservation Trust
- Discover King's Lynn (BID)
- The Queen Elizabeth Hospital
- College of West Anglia
- KLWNBUG
- Map Young People
- King's Lynn Minster
- Norfolk Constabulary
- Norfolk Fire Service
- National Rail
- Caravan and Motorhome Club
- Other Local Residents, Groups and Businesses

Where a formal letter of response has been provided by external organisations these have been included in Appendix 1

Summary of the Consultation in May/June

The second public consultation ran from **11 May until 12 June**. The draft full Masterplan was informed by the first public consultation as well as a series of engagement undertaken with statutory consultees, local interest groups, and residents and businesses within King's Lynn and the outcomes of previous consultations on proposals for the Pride in Place Programme. The draft Masterplan takes what people in King's Lynn have said is important, and turned it into a plan for how the town should develop.

Engagement Activity

Online

An interactive version of the Masterplan and a short questionnaire was available alongside the full draft of the Masterplan document and the Exhibition Boards from in person drop-in events.

In-Person Workshops

Riverfront Workship with Local Stakeholders – 6 May

Business Breakfast with Local Businesses – 14 May



Public Drop-ins

Tuesday 19 May	3.45pm–6.45pm	King's Lynn Library
Wednesday 20 May	4pm–6pm	St James Swimming Pool
Saturday 23 May	10am–2pm	The Place, 23 New Conduit Street
Tuesday 26 May	8.30am–11.30am	The Place, 23 New Conduit Street
Wednesday 27 May	4pm–6pm	Lynnsport (Ground floor reception)
Thursday 28 May	11am–3pm	King's Lynn Library
Friday 29 May	1pm–5pm	The Place, 23 New Conduit Street
Wednesday 3 June	1pm–5pm	The Place, 23 New Conduit Street
Friday 5 June	10am–2pm	The Place, 23 New Conduit Street
Saturday 6 June	11am–2pm	Sainsbury's, Vancouver Quarter



Targeted Drop-ins

Wednesday 20 May	11am–1pm	College of West Anglia
Friday 22 May	3pm–5pm	The Beacon/Pizza Project
Wednesday 27 May	11am–1pm	College of West Anglia
Tuesday 2 June	11am–1pm	College of West Anglia University Centre

Summary of the Consultation in May/June 2026

The King's Lynn Masterplan consultation sought feedback on the draft masterplan for the future development of King's Lynn over the next 20 years.

Questionnaire responses

178 responses

Direct comments via letter and email

10 letters/ emails

(including statutory consultees and interest groups including Historic England and the Civic Society)

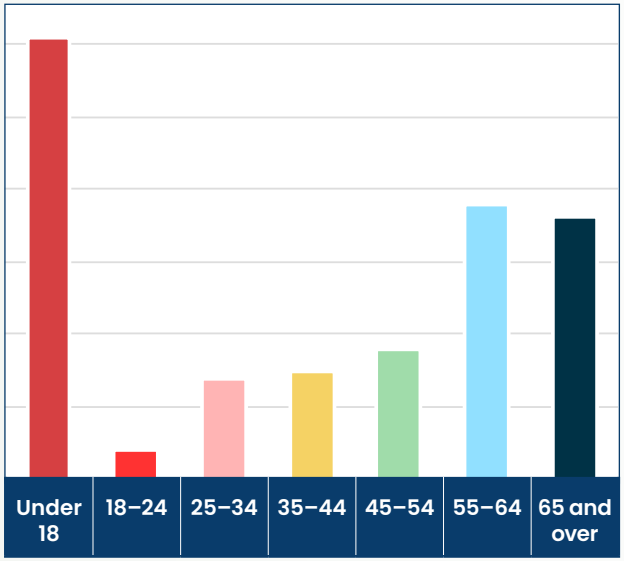
In-person engagement events

Approx **416** attendees

14 public drop-in sessions

2 workshops

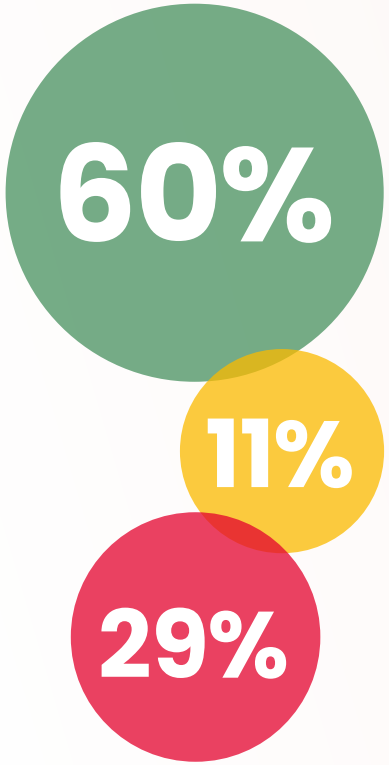
4 targeted drop-in sessions



Approximate age profile across the surveys and three events at CWA and The Beacon

Engagement Summary

Will the Masterplan make King's Lynn a better place?



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- Agree or strongly agree
- Neutral
- Disagree or strongly disagree

Do you agree with the proposals for:

Riverfront
- Agree – 62%
- Neutral – 14%
- Disagree – 24%

Debenhams
- Agree – 72%
- Neutral – 15%
- Disagree – 12%

South Gate
- Agree – 61%
- Neutral – 15%
- Disagree – 22%

St James Car Park
- Agree – 49%
- Neutral – 23%
- Disagree – 28%

Church St Car Park
- Agree – 54%
- Neutral – 17%
- Disagree – 29%

C. Staithe Quay
- Agree – 52%
- Neutral – 22%
- Disagree – 26%

N of Wisbech Rd
- Agree – 55%
- Neutral – 26%
- Disagree – 19%

Boal Quay
- Agree – 48%
- Neutral – 8%
- Disagree – 44%

West Lynn
- Agree – 59%
- Neutral – 30%
- Disagree – 11%

S&T Warehouse
- Agree – 71%
- Neutral – 16%
- Disagree – 13%

Port Area
- Agree – 62%
- Neutral – 24%
- Disagree – 14%

Majority agreement achieved across the Masterplan vision, objectives and strategies; and all but two opportunity sites where agree is still the highest. More agrees than disagrees across all questions.

Engagement Comments: Brief Summary

Areas of Support

- Regeneration and investment in the town centre.
- Improvements to public spaces and the riverfront.
- Enhancing King's Lynn's heritage, character and attractiveness.
- Better walking and cycling connections.
- New town centre homes.

Key Concerns

- Loss of car parking spaces in the town centre - balance with accessibility and practicality.
- Traffic management and movement.
- Concern that reduced parking could affect footfall and local businesses.
- Need for clearer delivery and implementation plan.
- Detailed design, particularly at Boal Quay.
- Plain English and definitions.

Key Outcomes

- Broad support for the overall vision and ambition of the masterplan.
- Refine narrative on relocation of car parking (a flexible strategy to be reviewed), and benefits for the town centre.
- Review Boal Quay scheme and visuals with BCKLWN Conservation and HE.
- Develop Delivery Plan.

Understanding Consultation Responses

Public consultations are designed to gather views and feedback from interested residents, businesses and stakeholders.
For consultations promoted through standard council communication channels, response rates of 1-2% are generally considered very strong.

Borough-wide consultations run by the Council typically receive between 200 and 300 responses. In the unparished area of King's Lynn, there are approximately 28,665 registered electors living across 19,673 residential properties.

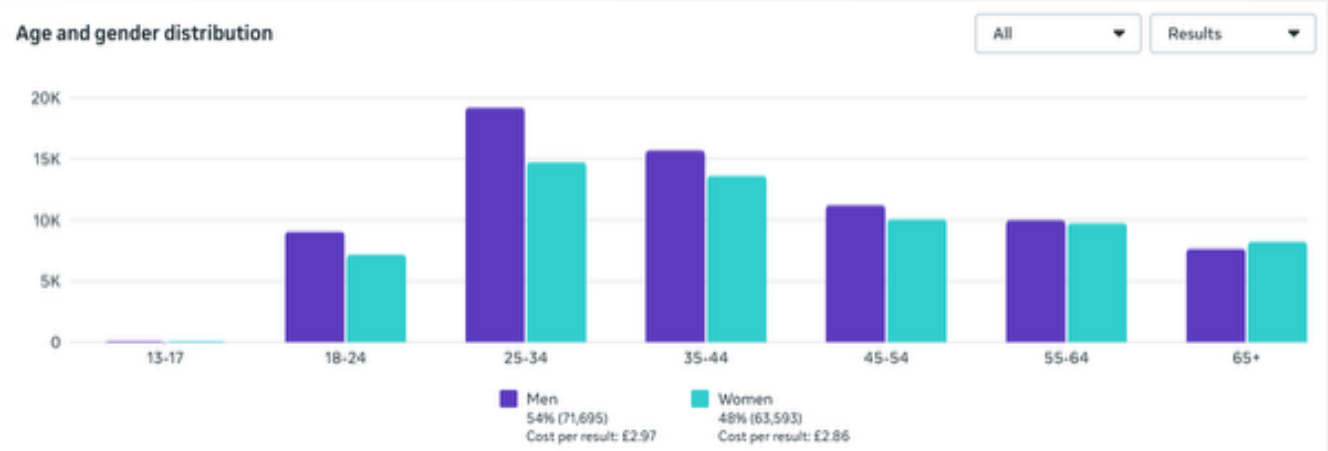
It is important to note that a public consultation is not a vote. The purpose of a consultation is to understand a range of views, opinions and evidence that can help inform decision-making.

Website Statistics

The total views are 2,174 for 11 May to 12 June 2026 for the Vision King's Lynn – Have Your Say page.

Google Ads - 212 people clicked through to look at the Masterplan.

131,929k Facebook and Instagram followers reached by paid ads. Seen 260,212k times. Split below:



Public Consultation Questionnaire

Comments – Key Themes

1. Parking, Accessibility and Town Centre Access

Concerns about the loss or relocation of town centre parking. Particular concern regarding Tuesday Market Place, Boal Quay, Church Street and Common Staithe.

Fears that moving parking to the edge of town could:

- Reduce visitor numbers and retail footfall.
- Affect elderly, disabled and mobility-impaired people.
- Make access to events and venues more difficult.
- Increase inconvenience for town centre workers.

Suggestions for:

- Park & Ride provision.
- Affordable long-stay parking.
- More disabled parking.
- Better walking and transport links from new parking areas.

2. Heritage, Character and Design

Strong support for protecting King's Lynn's historic character.

Concerns about:

- Modern or generic building designs.
- Building heights affecting views of the Minster and riverfront.
- Development lacking a distinctive King's Lynn identity.

Requests for:

- Traditional architecture and materials.
- Preservation of key views and landmarks.
- Context-sensitive design.

3. Boal Quay

Concerns included:

- Loss of long-stay parking.
- Flood risk.
- Impact on heritage views and riverside character.
- Building height and density.
- Effects on wildlife and conservation areas.

Suggestions for:

- Retaining parking.
- Creating open green space.
- Maritime, tourism and leisure uses.
- Motorhome facilities.

4. Support for Regeneration

Broad support for the overall ambition of the masterplan.

Positive feedback on:

- Waterfront improvements.
- Bringing empty buildings back into use.
- Increasing town centre living.
- Improving King's Lynn's appeal as a heritage destination.

Some respondents strongly supported removing cars from Tuesday Market Place.

5. Infrastructure and Public Services

Key concerns included:

- GP and dentist shortages.
- Hospital capacity.
- School provision.
- Traffic congestion.
- Public transport limitations.
- Social deprivation.

Many felt infrastructure should be improved alongside development.

6. Public Safety and Antisocial Behaviour

Crime and antisocial behaviour seen as issues.

Calls for:

- Increased policing.
- Improved community safety.
- Tackling drug-related activity.
- Requests for public spaces to be designed with safety in mind.

7. Transport and Active Travel

Mixed views about reducing reliance on cars.

Support for:

- Better walking and cycling routes.
- Improved bus services.
- Enhanced ferry services.
- Better links to West Lynn.
- Park & Ride schemes.
- Improved river crossings for pedestrians and cyclists.

Others questioned whether reduced car access is realistic in a rural area.

8. Housing

Concerns about:

- The amount of housing proposed.
- Insufficient parking for new homes.
- Pressure on local services.
- Building in heritage or flood-risk locations.

Support for:

- Affordable housing.
- Sustainable design and energy-efficient homes.

9. Waterfront and Maritime Heritage

Strong support for enhancing the waterfront.

Support for:

- Celebrating maritime heritage.
- Increasing tourism and riverside activity.

Differences of opinion over:

- Landscaping and tree planting.
- Preserving open views and event spaces.
- Retaining the working-quay character.

10. Events and Town Centre Activity

Concerns that proposals may affect:

- The Mart.
- Festival Too.
- Hanse Festival.
- Water ski racing.
- Heritage and car shows.
- Corn Exchange operations.

Fears that reducing parking and hard-standing areas could impact event delivery.

11. Reuse of Existing Buildings

Strong support for reusing vacant buildings.

Key sites mentioned:

- Debenhams.
- Old Post Office.
- Sommerfeld & Thomas Warehouse.

Suggested uses:

- Housing.
- Hotels.
- Museums.
- Cultural and community facilities.
- Visitor attractions.

12. Environment, Greenspace and Biodiversity

Mixed views on environmental proposals.

Support for:

- More trees and green spaces.
- Biodiversity enhancements.
- Climate resilience measures.

Concerns about:

- Perceived loss of wildlife habitats.
- Inappropriate planting in historic quayside locations.
- Impacts on existing natural spaces.

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13. Southgates

General support for improving this gateway into the town.

Concerns about:

- Traffic congestion.
- Road capacity.
- Building heights.
- Impacts of future growth and development.

14. Delivery and Consultation

Requests for more detail on:

- Funding.
- Delivery timescales.
- Practical implementation.

Concerns about:

- Whether proposals are realistic.
- Lack of detailed information.
- Whether consultation feedback will influence final decisions.

Overall Summary

Broad support for regenerating King's Lynn and improving its public spaces, heritage assets and waterfront. Main concerns focused on:

- Parking loss and accessibility.
- Protecting heritage character and key views.
- Development at Boal Quay.
- Infrastructure and service capacity.
- Public safety and antisocial behaviour.

The central tension is between creating a more attractive, less car-dominated town centre and maintaining the accessibility, convenience and practicality that residents, visitors and businesses rely on.

Public Consultation Questionnaire Comments

	Comment ***These comments are unedited from the public consultation questionnaire.***	**Response**	**Response Reference**
1.	You've given 21 sites on the illustrative masterplan and an ability to make comments above on only some of them. Why? I wonder have you not given people the ability to comment on pushing all of the car parking spaces out of the Tuesday Market Place? Am I juts being cynical, or is this deliberate? My wife is disabled. Moving the spaces out of town and making her walk further is certainly not idea at all. Tuesday Market Place will look nicer, but will she be able to get into town anymore? So I think your overall plan, while 'pretty' is not as functional as you may think.	The questionnaire included the ability to vote on if you agree with the proposals for the 11 opportunity sites identified due to their more detailed inclusion in the masterplan. Other Masterplan Sites for consideration such as the Tuesday Market Place were included for information but are at a higher level. However, the open comments section was included to ensure we can capture views on any aspect of the plan. The emerging plan for Tuesday market Place as well as the parking strategy across the town centre is flexible and seeks to consolidate parking to free up some existing surface car parks however, this is not at the expense of accessibility. The indicative plan for the Tuesday market Place would retain some parking and this could be for both accessible parking spaces and the free 20-minute bays. The scheme will be subject to further design development before coming forward for further consultation and delivery in the future.	**1.**

527	**2.**	You need to stop through traffic on the South Quay, access only. Common Staithe should be open space. South Gates plan look like some crap plan that would suit Cambridge, not Lynn. Sort out the Millfleet and Nar in South Lynn. London Road is a dump full of HMO's and off licences.	Comment noted. The riverfront public realm is seeking to balance access with a more pedestrian focused and prioritised space in the proposal whilst introducing more opportunities for urban greening. Feedback noted on Southgates design and other areas of the town.	**2.**
	3.	The Port Area and Timber Yard - I'd say spaces for coach parking would be a must in this area - I live and work within the town centre and currently sections of the Tuesday Market Place car park are sectioned off for coach parking when the corn exchange has shows on for kids - if parts of the new car can be done the same then fair enough, but if you're looking to attract coach tours to the town then that would be an ideal place for them to park	Comment noted. The masterplan vision for The Port Area and Timber Yard includes the potential for additional coach parking at this site. In the final version of the masterplan, this ambition was made clearer.	**3.**

4.	This is a waste of money. It will do nothing to improve the real lives of people in Kings Lynn. It all looks very nice but Kings Lynn has some serious problems and this is just putting a plaster over the wound. I would suggest that the people on the board go out and take a walk round Hillington Square or North Lynn and see how this can possibly help . Its just like the waste of money being spent on the Guildhall project. When I go into town, I want to be able to get there easily in my car, find somewhere to park easily and feel safe walking around the town and The Walks. A bit of greenery on the Quay isn't going to fix that. This is why people are voting reform (I'm not by the way). I would just like to see the real issues fixed first - try preparing a lovely booklet to show how you will do that.	Whilst the masterplan area has a focus on the central urban area of town, a key consideration is connections with the wider urban area of King's Lynn. North Lynn is included as a Priority Place in the King's Lynn Ten Year Vision For the Pride in Place Programme. This vision will direct the £20 million Pride in Place funding allocation and is focused on delivering the vision for the future: "King's Lynn will be a successful and inclusive town for everyone, with flourishing communities and new opportunities for people to live, work and visit. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. Improved facilities, leisure, experiences and culture for people of all ages will ensure we are able to achieve our town's ambitions for... 1. A vibrant, prosperous, and attractive town with a wide offering and easy access to green spaces and rich heritage 2. A better connected town 3. A town where people feel safe and well, that offers better life opportunities where healthy lives are supported 4. A town where people are inspired to aim high and achieve their ambitions and better opportunities". The Council will continue working with partners such as the Police and local community groups such as the Beacon in North Lynn through the Pride in Place Programme. This work will continue and includes the masterplan and projects coming out of the Pride in Place Programme into the future. The 'Case for change' and 'Masterplan focus area' sections of the Introduction chapter explain how the regeneration of King's Lynn's built environment is intended to form part of the Council's wider approach to addressing socio-economic challenges. The focus area for the Masterplan has been selected based on the potential this has to provide economic and social benefits to the wider neighbourhoods and hinterland that the town serves. This is also reflected in the Land Uses for Local Needs strategy. As set out in the Evolve and Adapt strategy, the Masterplan follows a phased	**4.**

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		approach whereby early, smaller interventions are intended to unlock long-term transformation and socio-economic improvements.	
529 **5.**	I agree with the idea of each of the proposals. My concerns centre on delivery. The heritage of the town has been rightfully identified as an underused asset. Each new development must therefore be in keeping with the aesthetics of what has been identified as a major positive for the town, rather than being contemporary in its design. This will help these areas to maintain a timeless appeal in the future rather than some of the mistakes that have happened around the town in past decades. It should go with out saying that residential developments should be built to passive house standards with maximum renewable energy capacity in built. It should also go with out saying that commercial developments (and carparks) should be net energy producers which help to supply the rest of the community. Carparks ought to	Comments noted. A delivery plan was developed alongside the final masterplan. More detailed design would be developed post masterplan, at this stage the masterplan seeks to set out the ambition and high-level principles for the town and sites. The masterplan advocates for high quality design appropriate to the character of King's Lynn and is integrated via both the Harness History and Culture and Built Form and Public Realm strategies. These strategies will feed into future proposals and developments to celebrate King's Lynn's heritage, using its historic fabric and form as a catalyst for high-quality, sustainable growth as well as repair and reconnect the urban fabric of the town (such as reinstating buildings on cleared sites). This will support high quality mixed-use, higher-density development and public realm that brings activity, life, and balance back into the town centre. Detailed design such as solar panels and standards such as Passivhaus would be considered at a later design stage but is noted as an important feature to include.	**5.**

	have solar above parking spaces with charging points available to each space and an industrial sized battery in each carpark. I do have many more views, but no more space. Thanks		
6.	Concerned that insufficient parking provided in proposed residential areas. Kings kynn is in the heart of a rural area, people will need cars as public transport will not get them to work, school etc effectively. Most families nowadays have 2 cars, with many young adults still living at home this easily becomes 3+, if building 3 bed homes the residential parking is insufficient. Residents will then need to use public carparks, these will not be at ideal locations to properties, and will clog up parking for visitors or residents of areas surrounding kings Lynn. People will avoid coming to town centre and affect the success of regeneration	As noted above, detailed design for sites will be developed as they come forward which would include site specific parking. However, as outlined within the masterplan the vision and ambition for development in the town centre is to support sustainable living, maximising the proximity to public transport at the train and bus station as well as the active travel network. This supports the Government's target that by 2035, 55% of all short journeys in towns and cities will be walked or cycled. King's Lynn is the most sustainable place in the Borough and is therefore more suitable for development that is either car free or has reduced car parking provision, this is supported by the approach and requirements of national and local planning policy. Throughout the masterplan we have consulted with Norfolk County Council Highways to test the approaches and proposals within the masterplan. In addition, Norfolk County Council (and any successor authority) Highways and Transport Teams will continue to be engaged as plans develop including at planning stage. It is important to note that the masterplan is not seeking to remove parking where it is needed and acknowledges that King's Lynn serves a large rural	**6.**

		area and it is important to make sure that all modes of transport can continue to access the town centre. Both national, regional and local policy supports modal shift, but parking will remain and important consideration. Parking within the masterplan seeks to take an approach whereby the disjointed and numerous surface car parks across the town centre are rationalised and repurposed for more effective use as proposed within the masterplan. Interceptor car parks at the edge of the town centre which would be more efficient and still conveniently located for parking are proposed alongside supporting better utilisation of the central multistorey car park and other retained car parks. Spaces within the heart of town will be retained for disabled parking and for those who may need to park closer to amenities, acknowledging that a range of options are needed for the whole community. This is also reflected in the Parking Strategy document developed alongside the masterplan. As the masterplan progresses over the short, medium and long term, it will be important to take a monitor and review approach (including the Parking Strategy Document developed) to assess impacts of new development in the town centre and changes in parking requirement, should this be either and increase or decrease in demand. This includes the mix and locations of long- and short-term parking. This will inform the approach into the longer term acknowledging that there is more uncertainly into the future and plans need to retain flexibility.	

7.	The money should not be spent on more paving and street furniture etc but on dealing with the real issue which is affecting the community, and that is antisocial behaviour and criminality - Lynn is now a byword for both. All the paving in the world will not make the Town safer or nicer to visit when there are groups of men (and happily fewer) women prowling the streets in a predatory manner and scowling, looking for opportunities to deal drugs, steal and intimidate. Security guards at the Library, and locked doors to many businesses are a sign of deep problems. The money should be spent on actively increasing the policing of the area to stamp out this criminality, not wasted on more schemes (of which there have been many during my lifetime - none of which have made the least difference in halting the decline of the town from a once thriving, cohesive community of decent people, to a fearful and hostile place which is nasty to visit and feels like a slum)	The masterplan does highlight the importance of high quality public realm, benefits of which include improved perceptions of the place, access to the historic environment, access to greenspace and boosts to public health and well-being, strengthened climate resilience and improvements to local economic growth. Across the masterplan and where we are proposing improvement to public realm we have engaged with the Police, especially the more detailed proposals at the riverfront. We have engaged with the Designing out Crime Team at Norfolk Constabulary as well as the BCKLWN Community Safety and Neighbourhood Nuisance Team to ensure that crime, anti-social behaviour and safety are considered at an early stage. Please see **Response Reference 4** for more details on the 10 Year Vision for the Pride in Place Programme and how the masterplan seeks to work alongside and deliver its aims including safety.	**7.**

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533	**8.**	I have lived in KL for over 50 years and am concerned by these proposals. They are taking a very narrow view of KL's problems. I have heard the old chestnut of people who live in KL are more likely to shop in KL, so lets build more house many times, but what this neglects is the fact the KL is actually dependent on people coming into the town - it is not self sustaining within the old town wall. An additional 741 houses and any extra tourism will not solve the towns problems. We need a real vision for the town rather than just rehashing what has been done before. Imagine how nice it would be if the new SJMP had been built in town to serve the residents, instead sick people have to get on buses to go out of town - absolutely crazy! What about people who want to use the pool, oh sorry, you'll have to get in your car now or get on a bus. We have a lot of poverty in this town and I would like to see an approach that will have some tangible benefits rather than a geography project.	Increasing residential density in the town centre is a priority and is supported by planning policy, The King's Lynn Ten Year Vision For the Pride in Place Programme, the West Norfolk Economic Strategy as well as the King's Lynn Masterplan. This is to both to provide much needed homes in a sustainable location near to public transport and active travel infrastructure as well as support the vibrancy and vitality of the town centre. The masterplan outlines how the proposals and vision algins with national, regional and local policy to create a masterplan as aligned as possible considering the wider aims and objective of cross cutting themes including health, transport, climate change and housing.	**8.**

9.	These are all excellent proposals. I'm very pleased to see suggestions from the first consultation have been incorporated, particularly making the riverside as vehicle-free as possible.	Comment noted.	**9.**
10.	West Lynn I agree with the proposals for West Lynn but feel that access through the village and the increased volume of cars etc will need careful consideration. It is exciting to see the regeneration of the town as it evolves.	Comment noted, as the proposal develops and more detailed design is progressed it will be important to continue to work with Norfolk County Council Highways in relation to the proposed increase in parking at the ferry and other proposals in West Lynn to ensure there are no unacceptable impacts on the highway network.	**10.**

	11.	I strongly support everything that is being proposed, I would love to see this all happen over the next 20 years and make Kings Lynn a great place.	Comment noted.	**11.**
535	**12.**	my only concern is that new build residential accommodation will be ugly red brick boxes or ghetto style blocks that age badly like Hillington Square and Hunstanton seafront flats that replaced the beautiful Carrstone terraces. Modern builds do not ages as well or look as aesthetically pleasing as for eg the beautiful St Johns terrace. Fantastic idea to have a dockside carpark. i always thought the cobbled quayside should be utilised.	Comments noted. The final masterplan has updated visuals where appropriate to better convey the design ambition of the masterplan. Please see **Response Reference 5 in regard to design.**	**12.**

13.	There are many infrastucture issues that need greater priority before we borrowed £16m to attract tourists The survey concentrates on specific sites - Generally these are the main areas that would benefit - devil is in the detail. I have emailed Alistair Beales, Simon Ring and Deborah Heneghan I would perhaps like to see some generic survey questions. What would you like to see in the Town Centre - Shops, Residential, Community Space, Tourist attractions, Night life? Do you think there should be more or less provision for traffic? - Buses, Cars, Cycles.. What would you like to see on the Riverfront. What community facilities would you like to see? More specific questions include what type of 'residential' provision is envisaged? Some site proposals incude a small provision for parking - is this public or private? How is access to West Lynn proposed?	Comments noted. The questionnaire at the second public consultation was designed to test the contents of the draft full masterplan following an initial public consultation in winter 2025/26. In addition, the masterplan has been informed and developed by public feedback from consultation undertaken for the Pride in Place Programme. This informed the masterplan at an early-stage with key themes and priorities from the community. Exact tenure of residential development would be defined at a more detailed design stage following adoption of the masterplan. This would be informed by market demand as well as planning and housing policy and requirements. There is a mix of private and public parking across masterplan sites, this will be further developed at detailed design stage. Public parking provision across the masterplan has been developed into a cohesive strategy which will also informed the Parking Strategy document for King's Lynn. For more information on parking please see **Response Reference 6.**	**13.**

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14. 537	One of my main concerns is the replacement of the St James Swimming pool. This facility is at the end of its life and needs to be replaced …….. please bring King's Lynn up to an acceptable standard by the construction of a 50 meter olympic sized pool …. there is the local, and area demand for this facility …… don't miss out on this opportunity!! In conjunction with an olympic sized pool why not consider a local data centre and use the waste heat created by the data centre to heat the pool.	Comments noted. The decision to move the swimming pool from the current site to Lynnsport was taken outside of the masterplan process based on a report that considered various sites across the town centre and Lynnsport and was subject to a separate public consultation exercise in 2025. The purpose of including the current St James Swimming Pool site in the masterplan is to ensure that the site doesn't become a vacant brownfield site in the core of the town centre and we have an investable opportunity for when the pool moves which can be delivered and provide a high-quality development. This can improve the built environment in this import part of town opposite St James Park/The Walks as well as the rail to river route from the rail station, through the town centre and to the riverfront. There are also opportunities to consider how sports and wellbeing facilities can be brought into the High Street/Town Centre to support and mix of uses for a range of users both at ground floor in some opportunity sites or within vacant buildings in the town centre. Feedback noted regarding potential for heating options and the swimming pool.	**14.**

15.	I am struggling to understand why a town wishing to encourage further visitors / shoppers is looking to remove large areas of parking and remove areas that are currently used to provide existing events. How with the Hanse Ski Racing occur if there is nowhere for the crowds and competitors? How will Festival Too occur with large grassed areas both in Staithe square and Tuesday Market Place. Any new areas would not fit and liable to be damaged. Is there no recognition that the majority of visitors to the town are not local and therefore need to travel, most driving from small outlying villages as public transport is not fit for purpose to get people into the town in the evenings. Whilst I agree work is needed these seem to be very short sighted choices playing to create what people think should be done as opposed to making the town more accessible to all parties not just those within a close vicinity . Will the public response to the consultation be shared publicly?	For the parking approach in the masterplan, please see **Response Reference 6.** It is also important to note that research shows that people who walk, cycle or wheel to do their shopping stay longer, spend more money and pedestrianised high streets see bigger sales (https://www.livingstreets.org.uk/policy-reports-and-research/pedestrian-pound/). This forms a key element of the evidence to support the masterplan vision and ambition. However, as noted the masterplan seeks to balance this with retaining consolidated car access and retaining central parking provision for those who need it. The masterplan does not intend to prejudice any existing events space either at South Quay, King Staithe Square or Tuesday Market Place. Events are an important part of the town centre offer and the masterplan seeks to support them. Greening has been designed, at this early concept stage, to allow and support events whilst improving these key public spaces all year round. Large, grassed areas are not currently envisaged on Tuesday Maret Place and at King Staithe Square, green space is included to work alongside events. Further design work will refine any design planting accordingly. This consultation report has been produced alongside the final masterplan for public viewing.	**15.**

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16.	The master plan has the right themes - reducing ugly, wasted car parking space in the heritage centre, and bringing resident back into the centre - restoring the town's heart. But: care needs to be taken with specific design. Kings staith was never a grassed area - I doubt the towns ability to maintain such gardened space. It is attractive as it is, and already used in summer as an events space. The church st car park plan is great. But care should be taken with design of the houses - proportions, rooflines, following esxisting street lines, materials, windows, to restore the space round the minster. Kings lynn has done this well in the past - court house, queen st etc. learn from that. High street etc - invest in repairing existing fabric with grants for painting, gutters, wooden window repair etc. this is cheap, and employs locals. Insist on painted signage. Ridding cars from the Tuesday mkt place idea - restore a real market. If swaffham can, so can lynn!	Comments noted. Please see **Response Reference 5 in regard to design.** The final masterplan has updated visuals where appropriate to better convey the design ambition of the masterplan. The Borough Council is also exploring further options for High Street repurposing beyond the masterplan, which could include interventions such as those suggested, to support high street businesses supported by the Pride in Place priorities and 10 Year Vision.	**16.**

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17.	The highest priority should be Southgate's and quay to provide the high impact and biggest range of benefits for residents and businesses.	Comment noted.	**17.**
18.	As a resident of the Nar Valley Estate, the planned use of land north of Wisbech road will add significantly to the already considerable traffic pressure at the entrance to the estate. The proposed flats will also directly overlook houses on the estate and have a detrimental effect on house prices.	Throughout the masterplan we have consulted with Norfolk County Council Highways to ensure this consideration is part of the masterplan at this early stage. The Highways Team will continue to be consulted as any plans progress as well as at any planning application stage. This is also true in relation to other material planning considerations such as neighbour amenity. The design of any development would have to show suitable separation to prevent any unacceptably overlooking.	**18.**

19.	I don't beleieve the plan is making the best optimun use of the Boal Quay area. The previous plans for a marina in thisi area would bring much more long term and strategic visiion to King's Lynn and its maritime hertiage. Look at Wisbech as an example of what such scheme can provide. Prewvious works by the Environment Agency to divert the Nar, could have laid the inital ground routes for this and this current master plan futher limits potential to develop this and create the oppropriate landscape and infrastrcuture to attract inward investment around some form of marina. All of thismaster plan defvelopment requires property values to substancially increase to attract tthe investment and if King's Lynn wants to achieve this vision, then it needs to be bolder and create the crorrect infrastructure to enable such developments.	Comment noted. The masterplan vision for Boal Quay has been informed by assessing previous schemes for the site and considering the various constraints of bringing development forward. The updated vision included in the masterplan has taken a balanced view, including an assessment of infrastructure and associated viability and delivery. This has led to the masterplan scheme, considering the various opportunities and constraints that shape the site. The final masterplan includes next steps, viability and deliverability considerations will inform further design work post masterplan.	**19.**

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20.	Removing parking will be the biggest mistake and drive people away from our town, not to it!	For the parking approach in the masterplan, please see **Response Reference 6 and 15**.	**20.**
21.	Ager with it	Comment noted.	**21.**

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22.	By turning Boal Quay and Church Street Car Parks into residential homes will be the end of the High Street that Tipsy Teapot resides. By oving all long term stay parking to the other side of Kings Lynn will mean that few people will walk as far as that end of the High Street. Already that end looks run down and empty, will low footfall, by removing car parks there will be no footfall. Boal Quay is also the cheapest long stay car park which is highly used and very much needed in comparison to the costs of the other car parks across Kings Lynn. For someone who works in Kings Lynn, the cost of parking is steep. People do not want to pay for parking especially when its that high. I can travel to Downham Market or anywhere in Breckland and not pay a fee for parking. With the loss of both car parks you will likely have few people returning to Kings Lynn. Have you also taken into account those who have disabilities or elderly but do not have a Blue Badge?? Many people cannot walk that far.	For the parking approach in the masterplan, please see **Response Reference 6 and 15**. The masterplan seeks to take an evidence led approach, taking into account the local conditions of King's Lynn and striking the appropriate balance. The mix of short and long stay parking and its location will also be an element to be reviewed and monitored over the lifetime of the Masterplan and Parking Strategy. Please see **Response Reference 8** for more detail on residential density in the town centre. Strategy Land Uses for Local needs seeks to support the High Street by diversifying uses including residential as well as encouraging more leisure and other mixed use. The southern area of the High Street and the Saturday Market place, despite the nodes of vacancy, is a key area for the food and drink offer for the town centre with good links to the Quay where this offer continues. We are seeing this continue with buildings being brought back into use including the 'Lynn Drapery' building via local investment. A current detractor and key catalyst for this end of the High Street is also the former Debenhams building, this supports the inclusion of the site as a key short term opportunity site in the masterplan. The Borough Council is also in discussion with partners on the development of a place-based scheme with a focus on this area of the High Street. Whilst at an early stage this work has the potential to further support the masterplan ambitions for the town centre and High Street alongside the Pride in Place Programme. By supporting the pedestrian focus of this area, the masterplan seeks to support it as a thriving part of the town centre and earlier evening nighttime economy. It is also important to note that parking will be retained at Baker Lane, parts of South Quay and Saturday Market Place for close access who those who need it. The Multi-Storey car park is also in close walking proximity.	**22.**

23.	Parking in town is essential to get visitors to come into town, Lynn cannot rely on its past heritage history to attract visitors. The Hardwick is more the town centre now, banning parking especially on the Tuesday Market Place is going to drive visitors and local people away	For the parking approach in the masterplan, please see **Response Reference 6 and 15**.	**23.**
24.	I hope that this can go ahead and encourage people to come into the town centre which at the moment is probably not happening because of empty buildings and lack of aesthetics.	Comment noted.	**24.**

25.	My main concern is losing parking in the centre of town. As someone who visits the theatre and someone who is getting older, I strongly feel we need to have a large quantity of parking within a short walk of the Corn Exchange. As someone who has lived here all my life, I don't want the town to be somewhere you cannot visit, like during the two weeks in February when the Mart is here, because of lack of parking. Also I am concerned that the green spaces proposed should be safe places and not hidden areas that I would not feel safe walking through. It would be a shame if these places ended up being missused and abused. I know you would like people to use buses, but my families exprerience of this is not a possitive one. Unfortunatly, some of the bus drivers are grumpy, unhelpful and rude. Hence we drive into town.	For the parking approach in the masterplan, please see **Response Reference 6 and 15**. The proposed parking at the Port & Timber Yard site would be close to the Corn Exchange, delivered in advance of any removal of spaces at Common Staithe Quay, and would enable people to continue parking in close proximity. The emerging concept for the Tuesday Market Place would also retain accessible parking for those who need it. Further design work will need to consider the approach to events such as Festival Too and the Mart to determine appropriate solutions alongside plans for the Tuesday Market Place and nearby parking, both existing and proposed. Please see **Response Reference 7** for how we have engaged with the Police and the Borough Council's Community Safety and Neighbourhood Nuisance Team. It has been important to talk to these stakeholders as well as the Council's Public Open Spaces team at an early stage to ensure we considering safety from the outset of all design for public and green space.	**25.**
26.	This seems to be an incredibly ambitious undertaking. I am greatly appreciative of the balance of new homes alongside consideration of business opportunities and parking. The potential commercial venture on Devils Alley may feel slightly cut off from other areas. I would like to see more about cycle lanes in it.	Comments noted. The masterplan seeks to align with and support delivery of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) including within the Masterplan Transport and Access Strategy. The LCWIP sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium and long term.	**26.**

27.	There are some interesting ideas here but it is still far too car-based. Over the next few years economic, health and fuel (including electricity for EVs) availablity are likely to be major issues and the current fall in car ownership and use will accelerate. Prioritising high-quality public transport alongside high-standard walking and cycling facilities will improve our town's resilience in the long term. In particular, residents need a clear commitment from both the Borough and County councils that bus services along Harding's Way will be improved, as well as upgrades to the cycle and footways and that it will NEVER be opened to general traffic, which would undermine all the environmental and public realm enhancements proposed in this masterplan. In addition, consideration should be given to closing the South Quay and Queen Street to through motor traffic. Through traffic should be using the Railway Road - London Road trajectory.	Comments noted, the masterplan seeks to align with national, regional and local policy to encourage modal shift to active travel and public transport options and provide a balanced approach to car access and parking. A key element of the car parking strategy is to monitor and review but this principle will be relevant to other elements of the masterplan and detailed design will develop over time, taking into account the current policy landscape and situation on the ground. The Masterplan document is not proposing to open Hardings Way to general through traffic, the potential parking at the Opportunity Site and Local Plan Allocation Land North of Wisbech Road seeks to capitalise on the existing bus network and provide an informal park and ride opportunity supporting bus services on this route into town. Bus services will also continue to be prioritised by funding such as the Bus Service Improvement Plan funding administered by the County Council.	**27.**

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28.	I like the idea of moving around the parking so the long-term parking is further out. I note the new housing and would like to ensure everything possible is done to include affordable options, especially private rented.	Comment noted.	**28.**
29.	I would be concerned that the reduction in parking will require more frequent public transport links and potentially consideration of a park and ride service for the town. For example the boal quay car park is used largely by those working in the town as it is more cost effective and within walking distance. It's replacement would need to be the same. In addition as a frequent user of the southgates roundabout, the current plans for Nar Ouse Way to join Wisbech road are concerning as this can be particularly busy at peak periods and without direct access to the roundabout, is likely to cause long traffic queues as it appears that it joins Wisbech road as a junction.	Comments noted. For the parking approach in the masterplan, please see **Response Reference 6 and 15**. The Travel Hub proposed at the King's Lynn Enterprise Park is designed to work alongside the existing bus route to function as an informal Park & Ride to the south of the town, just off the A47 utilising the existing bus service. This is an import part of the Parking Strategy and wider masterplan transport and parking considerations. The potential parking at the Opportunity Site and Local Plan Allocation Land North of Wisbech Road also seeks to capitalise on the existing bus network and provide an informal park and ride opportunity supporting bus services on this route into town.	**29.**

30.	Projects need to looked at that will create the small wins. ie. the projects regarding highways will use a lot of money and when finished general public and people of King's Lynn won't notice these changes and think of them as a negative rather than a positive for the future. Who will we attract into the areas of new business and multiuse areas. Will there be any incentives to attract independent businesses rather than large chains that you find across the UK.	With the Masterplan Strategies, Evolve and Adapt seeks to drive visible, incremental change through early projects that build confidence, unlock investment, and lay the foundations for larger, long-term transformation across King's Lynn. This includes considering meanwhile uses and ensure that there is a flexible and joined up approach to delivering quick wins in the short term. Masterplan strategy Land Uses for Local Needs seeks to focus investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk. This includes delivering diverse homes in the town centre alongside community, commercial and cultural uses that meet local needs, support sustainable town centre living, and contribute to strong economic, cultural and leisure activity throughout the day and evening. Independent business will be a key component on this, offering a unique and high quality offer from a range of uses.	**30.**
31.	No secure areas for locking motorbikes via ground anchors on Tuesday Market Place, outside library, outside multistorey carpark, outside walks or near train station.	A reference to delivery of secure motorcycle parking has been added to ***principle 5.2.1*** under the Transport and Access Strategy.	**31.**

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32.	Points to think about: Safety People Environment Cost People refer to tourism, local and old folk.	Comments noted.	**32.**
33.	Former Debenham - Turn into a youth space/centre Sommerfeld and Thomas Warehouse - Turn into a museum or public space.	Comments on future uses noted.	**33.**

34.	One thing I would like to change is the library because what if the lifts are out of action so what can we possibily use the old library for a pop-up if necessary	The new Library in the centre of town opened with The Garage Trust (The Workshop King's Lynn) confirmed to take on the Old Library building by Norfolk County Council. The Garage Trust is a cultural charity dedicated to transforming lives through the art, please see more here: https://www.norfolk.gov.uk/article/66314/The-Garage-Trust-to-take-on-Carnegie-Building-in-Kings-Lynn https://theworkshop.org.uk/blog/our-new-home-in-kings-lynn/	**34.**
35.	New Sommerfeld and Thomas Warehouse Building must not obstruct the Minster view from Devils Alley. Boal Quay slowly and gradually introducing new building - Keeping some of the parking spaces - Nice start to walk into town. St James Swimming pool is a leisure pearl in the town centre without having to travel far - bringing people and children together. Turn into a Lido? West Lynn Parking is the middle of attractions - closer distances to walk. Church Street Carpark - Protect the Minster view and build low rise buildings. Create walkway from Tower Place. Southgates new road destroys green park for to the east of Southgates	All comments noted. Please see **Response Reference 5** in regard to design. Masterplan Strategies Harness History and Culture and Built Form and Public Realm advocate to protect, enhance and reveal key views of landmark buildings as well as ensure development is in keeping with its context whilst delivering the appropriate density of development. A key recommendation is to follow the recommendations and design principles set by the forthcoming Conservation Area Management Plan and Shopfront Design Guide. Further design ambition includes to protect key views and vistas towards heritage assets, across green spaces and across the river and re-establish historic plot rhythms where these have been disrupted by modern development. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process.	**35.**

	DO NOT CHANGE GREEN SPACES INTO DEVELOPMENTS - Give what you take - plant trees, create green roofs. Skatepark - Kids use Greyfriars Art Space. MORE BINS IN TOWN. Marketing for the Town Aspirations for a walkable town (10.15am) time openings. Reduce built commercial soace (use existing ones), create gardens/parks - also in suburbs. opportunities for students/Graduate	Any development, if planning permission is required, will also be subject to planning policy, requirements and guidance at full application stage including impact on heritage. The proposal at Southgates would move the road from under the gate allowing this area to be pedestrianised with associated landscaping and planting. The road would then pass by the gate to the east and the existing roundabout, as currently proposed, would be converted to signalised junctions. The remainder of the park would also be retained to the east, forming a key part of the wider masterplan. More information can be found within the King's Lynn Masterplan and the adopted Southgates Masterplan here: https://www.west-norfolk.gov.uk/info/20241/strategies_and_plans/983/southgates_masterplan	
36.	:P init!	Comment noted.	**36.**

37.	Clr Ring's comments about not wanting long stay car parks in the town centre seem at odds with trying to develop tourism and bring people into the town centre. The rep in the display at The Place suggested the desire is not to reduce the amount of parking, but to move it. The plans seem to take no regard to the fact that the Mart requires the TMP and they park their vehicles and kit on the Common Staithe. Though the plan to improve the TMP seems to take no heed of the Mart and Festival Too. The loss of Boal Quay would also affect things like the Ski racing and Hanse days. Do we suppose these events do not fit into your future vision? If you believe that all people will want to walk and cycle into the town centre you must have your Net Zero blinkers on. It's a reasonably small market town, not a city centre. A practical park and ride scheme may not get the interest you crave.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** The masterplan does not intend to prejudice any existing events space. Events are an important part of the town centre offer, and the masterplan seeks to support them. Further design work will need to consider the approach to events such as Festival Too and the Mart as well as riverfront events to determine appropriate solutions alongside plans for the Tuesday Market Place, riverfront and nearby parking, both existing and proposed.	**37.**

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38.	No need to bypass the gate and no need to remove roundabout, just put lights on all parts.	Comment noted.	**38.**
39.	There is a lot of talk of changing car parks into houses. But no consideration that more houses mean more cars therefore even more carparks are needed. The council need to reconsider the amount of car parks they are converting. But also providing better public transport like a park and ride. This would drastically reduce the amount of cars needing to come into town, but also helps provide a greener solution for transport within kings lynn. In all the plan is good, but a park and ride needs to seriously be considered baring in mind one accident can lead to the whole of lynn coming to a standstill	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.**	**39.**

40.	I have two concerns, but I've agreed with all the development plans under the assumption that my concerns have already been considered. The plan talk about turning the port and some car parks into public spaces or residential units, so where will people park in town? And surely the port is an important part of King's Lynn? You mention moving long term car parking to the outskirts of town, so is the plan to implement a park-and-ride system? Secondly, its really important to me that green spaces, and the biodiversity, of the town is protected as much as possible. However, I appreciate that change has to happen. I just wanted to state that.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** The Port & Timber Yard site is proposed as mostly car parking with the option for some commercial/office/light industrial subject to further design and demand. This would be the main parking area to consolidate parking and free up other existing parking sites within the masterplan for development. The Port would however be otherwise retained as existing, with only a small area of potentially surplus land included within the masterplan proposal. The masterplan acknowledges that the port and maritime industries are an important and historic part of King's Lynn's identity. Comment regarding biodiversity noted, the masterplan aims to overall improve greenspace, on a site specific basis as well as town wide. Any qualifying development subject to planning permission would also have to deliver 10% Biodiversity Net Gain. Masterplan Strategy Harness Natural Assets will be a guiding principle and aims to ensure development in King's Lynn makes the most of existing natural landscapes including the riverfront, open spaces and green infrastructure, and maximise opportunities to sensitively enhance and add to these. Also, to ensure a high quality of environment for existing and future residents proving access to green space in public realm and public spaces. This strategy supports creating a more connected green network and key green corridors linking the town centre, station, and riverfront.	**40.**

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41.	I think the loss of the Church Street and Boal Quay Car Parks would be a major mistake. The town centre shops are struggling enough. These proposals would effectively finish the town centre. I think the major emphasis should be putting right the terrible mistakes of the 1960's. Most of the town centre is horrible. Broad Street, New Conduit Street and the Vancouver Quarter should be redeveloped to try to recapture the original designs. The new Library is the ugliest building I have ever seen. It looks so out of place. I was born in King's Lynn and I've lived here for sixty-two years. But the way the beauty and history of the town have been squandered just make me want to move. Fortunately, some towns have been sympathetically developed. It's probably time to relocate.	Comments noted. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 5 and 35** in regard to design.	**41.**
42.	South Quay: Don't like the trees: out of place. Quay's character depends on its openness and CLEAR views up and down river: visitors comment to me about this, after the closeness of the access lanes. Keep any planting low: this isn't a resort promenade: respect its historic character is as an open wharf. King's Staithe: don't lose 1/3 of it to planting. During events it gets very full and crowded (terrific atmosphere). Boal Quay: the housing blocks are too tall. Sommerfeld & Thomas: "creative, cultural or commercial uses" somewhere no one has ever	The riverside regeneration area is includes both the riverside public realm proposals (From Purfleet Quay/King's Staithe Square along South Quay, Devils Alley masterplan (also a priority project for the King's Lynn Pride in Place Programme) and Boal Quay linking to the Southgates Regeneration Area and Harding's Pits beyond) as well as Boal Quay as a development opportunity site. The proposal is to create a green link from the heart of town, along the quayside to Boal Quay linking further south to Hardings Pits and the Southgates Regeneration Area. It is important to acknowledge the industrial heritage of the quay and proposal does not seek to restrict activities such as the mooring of fishing vessels, acknowledging this as a key part of King's Lynn's heritage and identity. The proposal responds to public consultation and feedback to both green the town and create more of a destination on the riverfront captured from both	**42.**

	found a new use for that works. No change until one is found. South gates area: Blocks too tall, drawfing the dominant feature gate. Gate view from Nar-Ouse Way must be preserved. Old PO: Planning permission may be in place but it's been there a long time and nothing happens. Needs to be CPO'd: t Saturday Market: Have you asked the Minster (landowners) about this? There are a great deal more than 15 cars parked on a Sunday morning.	the Pride in Place Programme consultation exercises and affirmed at the first masterplan public consultation. Please see **Response Reference 15** regarding King Staithe Square and events. Site specific heights will be further developed considering the need for residential density in consultation with groups such as Historic England and Borough Council Planning and Conservation Officers building from the public consultation. Consultation with key stakeholders has taken place and will continue to do so as specific proposals come forward in the short, medium and long term.	
43.	I'm concerned about making the road along South Quay 'access only'. I'm concerned about moving so much car parking further away from the town centre - this could well be off-putting for a lot of people. I think Debenhams would be a good site for a hotel. It's central for visitors/tourists and would enliven this area and boost local trade. I like the idea of removing (almost) all cars from the TMP and the Timber Yard isn't much further away. I'm pleased to see the enlarged car park for the ferry included in the proposals. I hope the current	Comments noted. The South Quay proposal is for a people-first approach prioritising safe movement for pedestrians and cyclists and reducing car dominance, while maintaining access for car users. Any road restrictions such as 'access only' would be considered in more detail at a later design stage. The existing boardwalk at West Lynn is not suggested to be removed. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29** including approach to park and ride. The masterplan does not propose to alter restrictions on Hardings Way for through traffic.	**43.**

	boardwalk is going to be retained, it's not clear from the drawings. I hope Hardings Way is going to remain restricted to buses and cycles only. I believe thought should be given to a proper Park & Ride service and not just one that relies on existing bus services that are often subject to considerable delays. Southgates is a very busy area. Changing it is going to be very disruptive and I'm not convinced the cost is worth it.		
44.	Removing parking from Boal Quay and Tuesday Market place does not make sense when you have the BID and are trying to reinvigorate the town centre/retail etc. Please leave them alone but add the extra parking at the port.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.**	**44.**

45.	Whilst I agree that new parking on the port and timber yard is a good idea providing access is good, Losing Boal Quay long term parking is short sighted to say the least. bearing in mind the number of houses expected to be built in the suburbs and West Winch, that and the use made by the competitors of the water ski racing, where will you relocate them? Tuesday Market Place: it is not easy to see what you will do with that, presumably the Mart, festival too and heritage car show in September will still be able to use it. Swimming pool, it should not be overdeveloped and flats should be of a reasonable size with sufficient parking. King's Lynn is a market town and not a city, if you want to encourage visitors you need a reasonable amount of parking both long term and short term, park and rides are not suitable. Developing the south quay is a nice idea, presumably it will still be suitable for the ski racing event. Common Staithe Quay, has poor access how will that work?	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 37** in regard to events and the masterplans approach to support. The masterplan does not propose to prevent any events form taking place. Comment regarding St James Swimming Pool site noted. In relation to Common Staithe Quay, we have consulted Norfolk County Council Highways and will continue to do so as any more detailed designs are developed to ensure access and highway considerations are fully considered and addressed.	**45.**

46.	The proposals for King's Staithe Square will obscure the views of one of the most iconic buildings in King's Lynn - the Custom House. Low level planters would be ok but the plans to plant trees would ruin the amazing views that visitors come to see. The plans also need to take into account that people live around the square and so vehicle access needs to be preserved.	The importance of views towards the Custom House are acknowledged. The proposal for King Staithe Square does not propose tree or high-level planting opposite the Custom House, plans show the intention to maintain the key view from the square towards the Custom House. This is a key point and will be a guiding principle as design develop further in the future. The plan also sets the principle of maintaining access for residents and businesses.	**46.**
47.	I agree with the general aims of the Masterplan in regards to enhancing the town centre and its vitality. Careful design is needed to ensure a consistent approach which reads as 'Kings Lynn' and not as piecemeal development which is not locally distinctive or sensitive or does not fit in with other recent development. Issues such as town centre car parking will need to be carefully managed, encouraging the wider public to use them and ensure the new positions do not feel less convenient. Removing car parking from key historic areas such as Tuesday Market Place would be positive, as would the knock on opportunities for improved landscaping and uses. Ultimately, what will be important is that those compiling detailed designs have regard to the Masterplan as a guiding document whilst also ensuring the design is	Comments noted. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 5 and 35** in regard to design.	**47.**

	appropriate for the area, there are some unrealistic expectations for some sites shown indicatively in 3D renders and likely to be local objections to elements if not well planned.		
48.	Generally I agree with much of the masterplan, improving the public realm and making King's Lynn an attractive place to be is definitely important. However, my disagreements are in relation to Boal Quay & Common Staithe Quay. I don't understand the benefits of putting more commercial properties on Common Staithe when there are many empty units in town already, as clearly there isn't enough demand. There are also potential car parking difficulties with the Corn Exchange, with the proposals to remove the car parking at both Tuesday Market Place & Common Staithe. My concerns with Boal Quay are mainly that the plan is unrealistic; why show things like community gardens & fishmongers (which is a bad idea next to a playground!) when that can't be guaranteed? Also a general car parking comment - while more parking	Comments noted. In relation to Common Staithe Quay, ground floor uses cannot be residential due to flood risk. The masterplan proposes commercial/community space, it is not the ambition to compete with the town centre rather complement it. ***Principle 2.2.5*** under Strategy 2 (Land Uses for Local Needs) has been added to confirm that new commercial uses must be complementary to existing uses in the town centre rather than diverting occupants away from vacant units. This is reflected in the Common Staithe Quay Design Principles which state commercial units should complement the existing town centre. Regarding Boal Quay, the proposal has been brought together as an aspiration reviewing previous proposals for the site considering viability and deliverability considerations as well as the national, regional and local policy requirements. Uses have been arrived to on this basis as well as in consultation with local stakeholders to ensure that the proposal could come forward subject to further discussions and design work, and some amendments have been made to the illustrative design following comments received during public consultation. Site specific heights will be further	**48.**

	is to be provided, people are not going to want to pay as much to park further away, which really should be taken into account, as people are concerned about accessibility to town.	developed considering the need for residential density in consultation with groups such as Historic England and Borough Council Planning and Conservation Officers building from the public consultation.	
591 **49.**	If the car parks are lost plus Harding's Pits and the bike/bus lane is used as a rat-run for all traffic the town is finished. More shops will close and the historic sections of listed buildings will be utterly ruined.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** The Masterplan is not proposing to alter the use of Harding's Way for through traffic.	**49.**

50.	In what world is it a good idea to build more housing in an area where it is already very hard to get dentists and doctors. Who will buy the flats or will they be more social housing? My road is already blighted by an HMO. And you want to ruin the peaceful and calm views from the Greenland Fishery across the Boal Quay car park to the river by building Lego flats?! This is a conservation area. What on earth is going on in your planning department? Finally, if it is your masterplan to discourage shoppers/diners/drinkers from coming into Kings Lynn and killing the town centre stone dead then you are spot on! People want/need to drive to their destinations- particularly women after dark. Your masterplan is silent on what you plan to do with the vast sums of cash you get from the housing developers if this madness proceeds.	Whilst the masterplan cannot directly influence the immediate delivery of dentists and doctors surgeries we have consulted with the NHS and will also be working with the Planning Policy team to integrate the masterplan in the new Local Plan. The NHS will also be consulted during this process and will independently consider where new medical infrastructure is required based on future development and growth. There is also the emerging opportunity to develop health services located in the town centre where appropriate in conjunction with the new Queen Elizabeth Hospital development. This could be considered in both existing high street units and ground floor across sites identified within the masterplan. Please see **Response Reference 5 and 35** in regard to design. The ambition for Boal Quay is a high quality residential led development that is appropriate for this historic setting and respects key views and the southern approach to King's Lynn. The visual for Boal Quay evolved based on feedback from the masterplan consultation as well as in collaboration with partners such as Historic England and the Borough Council's Conservation Officer. The special historic qualities of Greenland Fisheries are acknowledged and the final masterplan seeks to improve the narrative and treatment of development within the setting of Greenland fisheries considering the historic context of the building and wider Boal Quay. For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29.** Please see **Response Reference 7 and 25** in regard to safety. Safety is a key consideration with the masterplan as well as the in the King's Lynn Ten Year Vision For the Pride in Place Programme which informs and work alongside the masterplan, please see **Response Reference 4.** Regarding the final point, this could relate to the Community Infrastructure Levy (CIL). More information can be found here including but not limited to CIL charges, spending processes and policy and where CIL has been spent:	**50.**

		https://www.west-norfolk.gov.uk/homepage/185/community_infrastructure_levy_cil . Reference could also be made to planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), commonly known as s106 agreements. This is a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. See more information here: https://www.west-norfolk.gov.uk/homepage/384/section_106	
563 **51.**	33,000 sq m of non-residential space at Boal Quay seems very high unless a particular use has already been identified, I strongly support the other proposals around Boal Quay (it would be wonderful to see it as illustrated) but the scale of the buildings shown in the illustration looks excessive. I would hate for the view of King's Lynn on approach from the south to be spoiled. Currently it is the Minster (which is quite low) and other prominent towers that stand out. The proposed development at Boal Quay should nto be allowed to obscure or overwhelm the view of the Minster from the south.	Boal Quay includes 840sqm maritime uses and 32,945sqm public realm and open space – this includes the space between buildings and the enhanced greenspace at the Nar loop. Please see **Response Reference 19, 48 and 50** in regard to Boal Quay including the evolving visuals in consultation with key partners such as Historic England and Borough Council Conservation. It is acknowledged that the view from the south of the town is important and the design seeks to work with this key view.	**51.**

52.	I feel kings lynn needs further long stay parking but, you keep moving parking further out of the town. My mother doesn't qualify for a blue badge but finds walking for more than 5 minutes difficult by the time we've walked from your new car parks to the town centre she'd be too tired to walk back, let alone walk around the town. Also no one has considered those who work in town now being put out having to leave way earlier and start a long walk after aswell as paying for the privilege of coming to work. As it is short term parking in lynn is ridiculous at £4.10 for two hours! Also no mention was made about where you are moving the pool to if you're making that area a hotel! I agree with using our abandoned buildings. But if you're going to make parking for town centre workers impossible you need to make the bus service better. I'm thinking cheaper or discounted for town workers, the busses need air-conditioning and heat. And the bus stations crime levels need to drop drastically.	For the parking approach in the masterplan, please see **Response Reference 6, 15 and 29**. It is acknowledged and shown in the masterplan that parking for people who need close access should have a level of parking provision retained. In addition, the approach to long and short term parking will need to be monitored and reviewed as the masterplan is delivered. Consolidated parking remains within close walking distance of the town centre (main example at the Port & Timber Yard), informal Park & Ride options also offer an alternative to driving all the way into the town centre. Feedback noted regarding prices, car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the associated Parking Strategy document. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. The masterplan as well as national, regional and local policy supports improved bus services and modal shift. The Borough Council will continue to work with and lobby partners on this.	**52.**

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53.	1. Buildings at Boal Quay look a bit tall - I hope they won't be as tall as the Minster. 2. Parking is mentioned several times and I strongly support the more productive use of many existing car parks. However, there is no explicit mention of Park and Ride - is this an omission? The masterplan mentions relocating parking to the edges of town, which is great, but it's not really explicit about how people then get to town. (I realise there is also a parking strategy, so maybe that's the place for that sort of detail.) 3. There is no mention of trying to 'tame' the A148 (London Road, St James' Road, Railway Road and the one-way system past the station). This is currently the worst aspect of King's Lynn - effectively an urban motorway bringing noise, danger and pollution to the very heart of the town and creating a significant barrier (twice!) between the railway station and the town centre. It is an inescapable truth that King's Lynn will never be a nice place to live until this is sorted	Please see **Response Reference 19, 48, 50 and 51** in regard to Boal Quay Please see **Response Reference 6, 15 and 29** in regard to parking in the masterplan. The 'existing development context' in the 'Context for Change' chapter has been updated to confirm that the planned Enterprise Park Active Travel Hub will operate as an informal park and ride with two bus stops located adjacent to the hub on Nar Ouse Way. This is also reflected in the Transport and Access Strategy (Active Travel and Public Transport) plan. The Car Parking and Vehicle Movement Strategy plan shows how car parks are intended to be served by bus routes. ***Strategy Principle 5.2.6***. states how the strategy must be delivered in a phased way – bus and active travel improvements should precede any significant reduction of central parking. Comment noted. The area between the Train Station and Bus Station will be improved as part of the County Council's Sustainable Transport and Regeneration Scheme (STARS) which will create better, more direct links for pedestrians and cyclists together with public transport measures on the gyratory (one way) system and adjacent streets as well as Baxter's Plain - Improved public realm and pedestrian environment in the area around the new Library. Public consultation is planned to take place for this project in 2026.	**53.**

54.	I am generally in agreement with many of the proposals in the Master Plan for Kings Lynn - I love the history of the town and feel that much can be done to improve facilities for local people and those visiting. I am particularly concerned with the old Debenhams site which has remained empty for some years and does little to help small businesses which surround the building. I also live just off the area where 2 new car parks are being proposed in the Timber Yard / Quay area and, although I agree that this area could benefit from the opening up of the waterfront and additional green areas, I would like to know in more detail how these car parks will be accessed. I hope that access will be from Edward Benefer Way which seems the most direct route, and not using St Anns Fort which would run right in front of where I live and significantly increase the traffic flow. This is not clear from the current maps shown in the plan, but I hope will become clear when more detail is available.	Comment noted. Subject to further design and highway work it is proposed to access the parking at the Port & Timber Yard from the north around Edward Benefer Way/John Kennedy Road to prevent vehicle trips further into the town's one way system and historic town centre streets.	**54.**

55.	I'm extremely concerned about the potential development of Chapel Street car park. I live in Fells Warehouse, Market Lane along with my father who lives in the house next door to me. At present we have a lovely view of the church and the other listed buildings situated around the perimeter of the car park. It is un spoilt and quiet. Having 19 new builds would send our houses into darkness. As our properties are listed and old, they have a tendency for damp and lack natural light. Our garden walls are very low which allow natural light into our homes. We already have the multi-story dukes head hotel building on one side of us, which is an eye-sore and blocks natural sunlight. We do not wish to be blocked in both sides. Chapel street has a very high density of listed buildings. You cannot put modern houses in the middle of them. The car park would be better developed as a park with a cafe for council workers or kept as a carpark. Please build the houses out of this historical area.	Please see **Response Reference 5 and 35** in regard to design in the masterplan. Any new development would need to respond to the location within the Conservation Area and any nearby Listed Buildings however this does not outright prevent appropriate development from coming forward. Masterplan Strategy 6: Built Form and Public Realm seeks to re-establish historic plot rhythms. Chapel Street is a brownfield site which previously, prior to being cleared in the 20th Century, had a dense form of development/built form. Any impact on neighbouring buildings is a key element of any design. This will also be assessed at any planning application where impacts on neighbour amenity would be a key consideration including overshadowing, overbearing or overlooking.	**55.**

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56.	Kings Lynn needs the improvements to help more people to come and visit are town	Comment noted.	**56.**
57.	I think the loss of car-parking would be very detrimental to the town. People who work here park at Boal Quay, plus it is prone to flooding so not suitable for accommodation. The loss of spaces in Church Street and Baker Lane care parks would also. I believe, be negative. The major change I would love to see in King's Lynn is the reversal of the awful things that were done in the 1960's. To knock down most of New Conduit Street, Broad Street and the Vancouver Quarter, then attempt to rebuild the beautiful streets and properties we lost. Re-build a copy of Captain Vancouvers house that was sadly demolished!	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 19, 48, 50 and 51** in regard to Boal Quay. Whilst in an area of flood risk and a key consideration, the site is defended by existing flood defence and is a key brownfield site in the town centre as well as an allocated site for mixed use residential development in the town centre. Whilst the masterplan isn't proposing the redevelopment of the Vancouver Quarter as outlined at this stage, please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan.	**57.**

58.	The locating of a car park and dwellings at the south end of Hardings Way would make an intolerable disturbance to the wildlife and destroy much of the peace and quiet of human traffic in order to get to the parking site would have to invade what is currently a road restricted to buses, cycles and pedestrians. This status has been valued for many years as a safe route for young children on their way and would also in my view, violate the conditions of the Government grant that was given on the clear understanding of the status and the use road would have. As regards Boal Quay the location of modern housing adjacent to Nelson Street and the old town would be totally inappropriate. It is totally the wrong site, instead it should enhance and improve the way in town from south for sustainable transport uses.	The site at Land North of Wisbech Road is allocated in the Local Plan for at least 50 dwellings and is a previously developed brownfield site. It is not proposed to encroach on greenspace nearby at Hardings Pits. Please see **Response Reference 40** in relation to the masterplan approach to biodiversity, urban greening and access to nature within the masterplan. Access is indicted on the concept plan from Wisbech Road and the top of Hardings Way before the bus gate, this would be subject to further design work and consultation with Norfolk County Highways (and any successor authority). The masterplan is not proposing to alter restrictions on Hardings Way for through traffic. Please see **Response Reference 19, 48, 50, 51 and 57** in relation to Boal Quay.	**58.**
59.	Boal Quay car park - the land even with parking, offers an open vista to the river. For people entering KL it is a very useful place to park and then explore on foot. Buildings on this space would destroy that approach to the town.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 19, 48, 50, 51 and 57** in relation to Boal Quay.	**59.**

60.	Heights of the new buildings is not in keeping to a Historic Town such as King's Lynn. We need to preserve the character not subtract. We must take care to look after out grade listed and historic buildings to preserve the towns architectural heritage for future generations.	Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan.	**60.**
61.	We are located in Flood Zone 3 at Boal Quay. Any deep excavation required for the construction of buildings could increase flood risks to Bridge Street and All Saints Street. My property requires emergency access from the rear. This is the only viable route for evacuation and emergency assistance. For the safety of my family, it is essential that emergency services have unrestricted access to the rear of the property at all times. Workers in KL also need access to safe and convenient parking. Closing Baker Lane, the NCP and Boal Quay would require many workers to walk considerable distances outside the Town centre to reach their vehicles after finishing work at 8 or 9pm. BCKLWN is permitting a large number of HMO developments, which increases concerns regarding safety and antisocial behaviour. Tree planting	Please see **Response Reference 19, 48, 50, 51 and 57** in relation to Boal Quay. At this early concept stage we have engaged with the Environment Agency as well as Borough Council Planning to outline early stage flood risk requirements for development, this will influence the proposal going forward including on ground floor uses. This will be further considered as design progress as well as at planning stage where any development would have to pass the Sequential and Exceptions Test, requirements include demonstrating that development would not lead to increased flood risk elsewhere. Development would also likely have a Construction Management Plan which would outline how construction impacts would be monitored and mitigated at planning stage. Emergency access is something that would be considered further at a more detailed design stage.	**61.**

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	should be in the ground rather than containers, existing potted trees are often poorly maintained. Proposed height of new builds are not complementary to a historic town.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 7 and 25** in regard to safety. Safety is a key consideration with the masterplan as well as the in the King's Lynn Ten Year Vision For the Pride in Place Programme which informs and work alongside the masterplan, please see **Response Reference 4.** Well-lit and secure parking would remain centrally available at both existing retained car parks such as at Baker Lane and the Multi-Storey which includes lighting and CCTV in the heart of the town centre. Comments noted regarding tree planting.	
571 **62.**	I am very concerned about the proposed development of Boal Quay - it is in an area with very high risk of flooding. The present parking there enables local residents who do not have their own garages or parking spaces to park at a relatively reasonable cost within easy walking distance of their homes. Cars can easily be moved if there is risk of flooding. Homes cannot be easily moved - or is it intended that they be built on stilts? The reversion of the Church Street site to houses and flats is sensible and long overdue but, again, it means loss of amenity parking for very local residents and their friends and visitors who have to drive in to Lynn. Provision of parking at the port area is of no use to those living around the Minster.	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Parking on specific sites for residents will be reviewed as designs progress considering policy requirements and the masterplan vision and strategies. Devils Alley as proposed has been developed following public feedback on previous designs. The updated design has been tested at the first masterplan consultation as well as at bespoke workshops and the second public consultation where it has been generally supported. Collaboration and consultation will continue with the community as the site comes forward to maintain the established feedback loop.	**62.**

	So far the plans which I have seen for Devil's Alley seem totally inappropriate and very badly conceived. The Sommerfeld and Thomas site needs the right development: the provision of workshops with accommodation above and also communal outdoor space		
63.	The advantages of underground car parks have not been well explored. Many medieval towns in Europe benefit from well from hidden parking. Notably where the sea or or a river is close by and of historical interest. e.g. St Malo, Ghent, Brussels	Comment noted, whilst the most space efficient and visually unobtrusive model of parking, underground spaces are also the most expensive option per space to construct compared to both multistorey and surface spaces. Unfortunately, this is compounded in King's Lynn by ground conditions, archaeology and flood risk. It is not included as a detailed proposal in the masterplan for these reasons.	**63.**

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64.	Ludricious ideas removing parking spaces to add more homes which will require new parking. King's Lynn is not designed for cyclists either, and these 'improvements' won't help. You can't disregard cars, cars are what people need in King's Lynn, regardless of others opinions. You can't expect people to park out of town and cycle in when you want them to go shopping or take their families. There's also plenty of people who can't walk that far. So many plans for King's Lynn seem like tick box exercises, without any common sense.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Comments noted. The urban core of King's Lynn has a dense street network and is highly walkable. The masterplan seeks to align with and support delivery of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) including within the Masterplan Transport and Access Strategy. The LCWIP seeks to build on the existing cycle network, projects such as King's Lynn STARS (Please see **Response Reference 53**) and Travel Hubs at Baker lane and King's Lynn Enterprise Park. The LCWIP sets out key cycling routes and cycling and walking network improvements which can be implemented in the short, medium and long term.	**64.**
65.	Prioritise the use of the Lynn Ferry, perhaps also furthering it's use. Turning the Southgate into a shared space (for cars and people) would be much better, and could perhaps allow for it to be opened as a formal heritage site, with the reduction of road noise. Also perhaps take into consideration a hub for neurodivergent, disabled people - even an outside area like a sensory garden could be incredibly useful to the community. Regeneration of the waterfront would be very good, especially as it's so nice in the spring/summer, and doesn't have very many cafes/restaurants/breweries etc there.	All comments noted.	**65.**

66.	Car parking is important to get footfall into the town centre	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**66.**
67.	Despite the heritage value and potential for tourist and recreation development, historic KL is currently dominated and degraded by the amount of traffic and associated infrastructure. It is encouraging that the masterplan acknowledges this and attempts to go some way towards improving the environment. It does, however, appear to only make a token attempt to address the problem. Despite the existence of two rarely full multi-storey car parks and an existing bypass, the mindset that vehicle access to and through all parts of the historic centre should continue is maintained. In particular- 1 Why does the laudable proposals for South Quay stipulate 26 car parking spaces and maintain the through traffic route from Mill Fleet through King St, Tuesday Market place and on to N. Lynn?	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The masterplan seeks to strike a balance between encouraging modal shift and aligning with national, regional and local policy ambition whilst acknowledging that King's Lynn, whilst the most sustainable urban centre in west Norfolk and second largest settlement in Norfolk, also serves a large rural area. The key element, relevant to both the wider masterplan and parking strategy, will be to monitor and review over the next 20 years plus allowing for flexibility in approach as projects are delivered over this timeframe.	**67.**

	2 Why is so much parking retained in both Baker St. and Saturday market place, to the detriment of both areas? Unless a less car centric mindset prevails I feel that there will be little real improvement		
68.	I believe the work you wish to carry out in the quiet side of lynn (West Lynn) will completely destroy the area and values of the community there. Its a nice quiet slice of lynn and has been for decades. Why disturb that.	The concept for West Lynn focuses on brownfield (previously developed) land with the aim to make use of land that has been unused for well over a decade, retaining the green nature that the sites have developed. The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through additional parking to support the ferry. Improved access is planned to the currently inaccessible sites, opening up more access to green space and nature as well as better links through to the riverfront. The masterplan considers that there is also the opportunity for nature-based leisure. While built development should be limited in response to the site's environmental value and constraints, there is potential for limited residential development along the site's western edge tying into the existing built form of the village.	**68.**

69.	please don't continue with the developments on West Lynn, it is the only nice, quiet part of Lynn left. the riverbank is beautiful as is and provides a natural landscape for dog walkers, children and adults alike. if it's going to be used for anything, the land should be used for more residential areas or more shops.	Comment noted, please see **Response Reference 68.**	**69.**
70.	I'm concerned by the proposal for 2/3 storey buildings in Boal Quay car park, which would create a flood risk. The last development behind Bridge street damaged the listed buildings on Bridge Street and All Saints Street, which owners have not been compensated for, as well as blocking the views between the listed properties, the church and the riverside. Whilst I welcome the proposal to turn Boal Quay into green space, linking to Harding's Pitts, a housing development would have a detrimental impact to the culture that forms Bridge Street's identity and the town's unique appeal, typified by The Greenland Fishery and Studio Baum. The GF, an international centre for Early Music, would be spoilt by a major development blocking its view to the	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay including reference to flood risk, Greenland Fishery and the requirement for a construction management plan at planning stage. Conserving impacts and mitigation from construction will form an important part of the detailed design as the site comes forward.	**70.**

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	river, causing noise pollution during its construction and permanently after. I moved here to make a feature film featuring King's Lynn's period buildings and had been considering buying my property on Bridge Street but I am having second thoughts!		
71.	The town is and has been in need of serious regeneration for a number of years now. Anything that can be done to help facilitate this should be commended. It needs to be fit for purpose for the future generations, not just the now.	Comment noted.	**71.**

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72.	How do this ideas make it better to live here? We need schools dentist Dr surgery a hospital. We don't have the basics for a good life here....fiddling with roads and car parks don't change any of that	Please see **Response Reference** 50 in relation to health infrastructure and facilities.	**72.**
73.	Leave the swimming pool alone. Easy access for children and people who dont drive.All these things are fine but how about spending money on improving the quality of life for those that already live here.Wheres the schools and doctors for all the new people that will live in these areas? The infrastructure needs to be considered before expanding on wasted areas.	Please see **Response Reference 14** regarding St James Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. Please see **Response Reference** 50 in relation to health infrastructure and facilities.	**73.**

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74.	West Lynn is so lovely and quiet and the land of proposed use is green site that would be destroyed.	Comment noted, please see **Response Reference 68.**	**74.**
75.	This is an extremely blunt tool to allow comments on what will be a big change to the town if it all goes ahead. While accepting that this is a 'masterplan' and therefore has to be broad-brush, it will be the detail that is so important in delivering change for KL. It's disappointing that the images show e.g. trees on the quay (with their roots in brackish water) when it's been pointed out so many times that this won't work. Without a lot more joined-up thinking (e.g. much better bus services), the aim of fewer cars will be impossible to achieve. Cycling infrastructure in KL is woeful and needs a much more joined-up process. Buildings that are in private hands (the old PO, Debenhams) - how much power does the council have to effect change? They own S&T but it has sat for sale for so many years now. It's v hard to be optimistic about these	Comments noted. The riverfront has been designed to an early concept stage by landscape architects at BDP. The exact nature of planting such as in ground, planters etc is yet to be fully determined and will depend upon further design stages considering voids and ground conditions etc. We have also engaged at an early stage with the Borough Council Arboricultural Officer to give early advice on planting and species selection. The Transport and Access strategy within the masterplan seeks to encourage modal shift whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy (KLTS). The masterplan, in terms of individual sites such as The Post Office and Debenhams, considers delivery options and potential timeframes which will enable the council to consider how these could come forward as a priority	**75.**

	changes to be honest. And all while there are many 'small fixes' that could make the town so much more pleasant.	and what methods could be considered given private ownership. The council is actively working with partners on the Sommerfeld & Thomas site to secure funding to deliver a next stage of works to bring the building back into use The masterplan is phased, and the Evolve and Adapt Strategy includes 'quick wins' to ensure the masterplan starts to deliver quickly with tangible results whilst larger and more complex sites are developed. Please see **Response Reference 30** in regard to the Evolve and Adapt strategy.	
76.	Building on the Boal Quay is unacceptable, too many homes without parking, how are people supposed to get to their jobs, shop, attend appointments without having access to a vehicle. Public transportation is inadequate in the town centre.	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The masterplan seeks to set out a pedestrian orientated development maximising the sustainable location close to public transport and active travel amenities as well as being within walking distance to town centre amenities. The masterplan also seeks to support national, regional and local policy to encourage modal shift to public transport and active travel, including improvements to these modes, away from cars where possible and appropriate.	**76.**

77.	Boal Quay is a very valuable and well-used car park. Sited far enough away from the town centre but in comfortable walking distance - encouraging visitors and local people alike to visit the waterfront and heritage areas. If more car parks are to be lost - this one at least should stay! The land to the North of Wisbech Road near the South Gate is too far away from the town centre for a car park. Could this site not be used for housing instead? If the plan goes ahead to create more flats and a large "mixed-use" building on the St. James swimming pool site - please make the building more in keeping with its historic surroundings especially sympathetic to the beautiful Walks opposite.	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan.	**77.**
78.	If you want to make King's Lynn thrive, you need to ensure that all the town centre retail outlets survive. The ONLY way to do this is to ensure that people can easily drive into the town centre to park and shop (as many do not spend very long in the town and only come in for essentials that can not be bought in the out of town supermarkets etc). Removing parking spaces from the areas in/close to the town centre/main shopping areas, and locating them further away will deter older people, people managing young children, people only needing to visit town for one or two items etc, and will effectively drive away custom. They'll shop online instead. Most of my family & friends, and people in my street will not visit the town to shop or go for a	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**78.**

	coffee if they can't park on the Tuesday Market Place, Church Street, St James' Court or Common Staithe Quay. It's not just about walking distance, but if laden with bags, a quick return to your car is necessary and convenient if it's close.		
79.	Don't remove the town centre parking. This will stop people coming to shop in Lynn, create more vacant retail units and have a negative impact on trade for the struggling town centre shops, because people will stay at home and shop online. People want the convenience of parking close by, be it due to age, health issues, having kids in tow, or the convenience of popping back to their car to unload shopping. I work in town, and enjoy the convenience of being able to park near my work, plus I have health issues which make it hard to walk far. If I come into town, it's to meet friends in the evening for drinks or a meal. I don't want to have to walk from the edge of town alone in the dark. Also I visit the Corn Exchange. being able to park in front, or behind it, is of great benefit. I would stop coming	Comment noted, please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. It is important to note that the proposed parking at the current Timber Yard site is a comparable walking distance to the front of the Corn Exchange as from Common Staithe Quay (and is intended to be delivered in advance of the removal of any spaces at Common Staithe Quay). Whilst the ambition is to reduce parking on the Tuesday Market Place, the current concept include retaining a reduced number of spaces for those who need it. As explored in the referenced responses above, the masterplan is seeking to strike the right balance and will continue to monitor and review parking over time.	**79.**

	if I had to walk from the northern docks parking area. Often I only need to come into town for one special item, like an outfit for a wedding, a pair of shoes - we need convenience		
80.	You are making so many micro areas that can't be policed like Devils Alley, to remove so many parking places from the Boal Quay I think is wrong, and redevelopment of St James swimming pool is ok but there should be more parking in town not less, putting so many new residential areas into the town where are these people going to park their vehicles, just because they live in town doesn't mean they work there and who wan't to carry heavy bags of shopping from so far away, or around town then bus back to your car, I've lived in this area all my like and have seen it's decline, I believe some of the reasons for this is shops moving out of town because of costs from yourselves, expensive parking, I have visited many areas around the country and King's Lynn is the most expensive small town for parking, lack of policing in town, visiting during the day there	Please see **Response Reference 7 and 25** in regard to safety. Safety is a key consideration with the masterplan as well as the in the King's Lynn Ten Year Vision For the Pride in Place Programme which informs and work alongside the masterplan, please see **Response Reference 4.** Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**80.**

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	are lots of people that clearly don't have a job and are lounging around and being very verbal, these are issues that need addressing,		
81.	King's Lynn area has two very large housing developments bringing plenty of housing to the area. You don't need to add more housing to the town centre. Putting sites close to busy roads (St James' Pool) will not be beneficial to people who you intend to live there - noise and fumes will provide a poor quality of life. Congestion is already horrendous around the town - leaving it grid-locked regularly. Taking away parking from the TMP, Chapel St, Church St, Common Staithe Sq will have a knock-on effect on the struggling retailers in the town - people won't want to park on the edge of town (for a number of reasons) and will instead not visit town and shop on-line or at the out-of-town retail sites. Some elements of the proposals are welcomed ie The Waterfront, Boal Quay, and West Lynn, to	Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and masterplan vision. The amenity of future occupiers will be a key consideration as design progresses to more detail (such as glazing etc). The St James Swimming pool site has the potential to improve the visual quality of the site opposite the Grade II listed St James Park/The Walks and residential townhouses at St John Terrace. It is a site close to public transport and active travel routes as well as the town centre amenities encouraging car free/reduced car provision at the development. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Comments noted, Devils Alley has been developed with public consultation and statutory/professional consultees such as the Police and the Borough Council Community Safety and Neighbourhood Nuisance Team to ensure issues such as antisocial behaviour and noise are considered early. Any commercial or entertainment space would be located to the west toward	**81.**

	enhance those locations by the river. Devil's alley needs to be a quiet, tranquil area and not have any 'entertainment' or space where people gather, which could disturb the existing residents.	South Quay whist towards the eastern edge, close to residents, there would be buffer planting to protect neighbouring properties.	
82.	Sommerfeld & Thomas - Serves a small elite group. Very little positive impact. Boal Quay - This will be an eyesore. It blocks views from the south and for current residents. Pool - The current pool serves a good many people who won't travel to Lynnsport. Port - Needs more parking spaces so it could be a park 'n' Ride. Church Street - Ensure buildings are in keeping with the area. Southgates - Concerned that buildings are too high and incongruous.	Comments noted. The Sommerfeld & Thomas proposal within the masterplan is not specifically aimed at one group of people. The early concept shows indicative uses of 3,000sqm of non-residential floorspace (suggested cultural/commercial use) alongside 2,000sqm of public realm/common surface/ landscaping. Further design work and work with interested parties will shape the site over the short, medium and long term. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan	**82.**

83.	Riverfront - Idea if good but should be taken further and have all cars (except residents) banned all of the time. The fishing boats should be allowed free mooring as a tourist attraction. Sommerfeld - Is this to be used solely for the use of sailors? If so this would be elitist use in an area that should be for all, not just a few boat owners. Boal Quay - Would prefer this to remain car parking but if residential, please do not build so high - Will become dark wind tunnels and will block views of the town. Pool - Have we data that shows people will go to Lynnsport? What are the bus links like? Debenhams - Surely this is down to owner/landlord. With all the residential development we must consider transport links- not just put up buildings and ignore what residents will require. Southgate- Fantastic is this happens as a prominent gateway to Lynn - Lets get on with it.	Comments noted. The level of access to the riverfront has sought to strike a balance allowing car access through and some parking to the south with South Quay and King Staithe Square becoming pedestrian orientated spaces. The masterplan supports the retention of fishing vessels on the Quay, please see **Response Reference 42**. Please see **Response Reference 82** regarding the Sommerfeld & Thomas site. The Dryside facilities currently in development on the quay, to provide facilities for the existing pontoons, are in the small annexe building next to the Sommerfeld & Thomas Warehouse. The Dryside project does not include the main warehouse or silos site. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 14** regarding St Jame Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process. The site is served by existing Go to Town Bus Route 4 and is well connected to the cycle network. Please see **Response Reference 75** in regard to delivery and private sites. For more on the Transport and Access strategy please see Response **Reference 75.**	**83.**

84.	Riverfront - Remove public parking Sommerfeld - This is for a small elite group and does nothing for the average person. Boal Quay - Buildings should be kept low to not obstruct existing buildings views Common Staite - As above Pool - People need something in the middle of town who can't travel to North Lynn Debenhams - Where will they park? Port - Should be a proper park and ride West Lynn - Don't make buildings too high. Wisbech Road - As above Church Street - Make sure buildings are in keeping with surrounding area. Southgates - The building rear of Hungry horse is far too high	Comments noted. Please see **Response Reference 84** above. Regarding Debenhams, public parking would remain in nearby locations such as Baker Lane and the Multi-Storey. Parking is not proposed in the concept to support the vision for pedestrian priority and/or car free development in the town centre. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan	**84.**
85.	I believe the Debenham's site provides an ideal opportunity to develop a major tourist attraction. Built on Lynn's historic past and nostalgia. An attraction that bring people into the town centre 52 weeks of the year. Look at York! Nice to see the water front being given consideration to be regenerated. Currently far under used and not benefiting the town as an appealing area. A fine example of using a water front is Lynn's twinned town of Emmerich. The Ouse may not be the Rhine but there are certainly similarities. Could part of the Church Street car park redevelopment include a green space? Some where	Comment noted. Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets. This supports urban greening in both public space and new developments and would apply and be considered for Church Street car park as the design develops.	**85.**

	for people to rest when enjoying the historic part of the town or shopping.		
86.	This is so exciting - thank you. One of the greatest civic spaces in England - the Tuesday Market Place - being a car park, is a source of great shame. It is truly wonderful that it will be transformed into a public space that enables the incredible architecture to shine. And driving footfall to the river; repurposing all those many empty car parks - really exciting. Thank you. With this plan, we can begin to restore pride in our incedible town. Please accelerate the new swimming pool at Lynnsport too - so badly needed and around 30 years late, and getting later as every year passes! Thank you.	Comment noted.	**86.**

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	87.	The proposed plans for King's Lynn are visionary. We have a town steeped in history and culture which has sadly been neglected. This plan in my view makes the most of our Hanseatic Port heritage and combines this with a modern, environmentally friendly and socially accessible development which will without doubt make King's Lynn a true gem of which all can and should be proud.	Comment noted.	**87.**
589	**88.**	I'm concerned about the blind corner proposed at King Staithe Square into a mostly pedestrianised area, it's an accident waiting to happen with the wall there. What is the requirement for so much residential in town when there is lots of new developments around Lynn? There is no point getting rid of car parking when the population around Lynn is increasing and more people are going to want to come into town, as well as people who work in town. Southgates roundabout doesn't want to be smaller at all! It needs redevelopment but as a main route into town it shouldn't be pedestrianised or a mini roundabout.	Comments noted. We have consulted with and will continue to consult with Norfolk County Council Highways on all transport and highway safety matters including the riverfront. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and masterplan vision. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The proposal at Southgates retains road access to the town but would move the road from under the gate allowing this area to be pedestrianised. The road would then pass by the gate to the east and the existing roundabout, as currently proposed, would be converted to signalised junctions. More information can be found within the King's Lynn Masterplan and the adopted Southgates Masterplan here: https://www.west-norfolk.gov.uk/info/20241/strategies_and_plans/983/southgates_masterplan.	**88.**

89.	Needs to start asap.	Comment noted.	**89.**
90.	The roads need to be sorted out before anything else is done. There needs to be easy to get to parking near the centre so people can easily get to use the shops and facilities. The town is so hard to get into that people are using the out of town shops more, where the parking is free and easy to get to. The actual centre of the town looks very run down and has very little to encourage people to go there. Most of what is in your plan is for visitors to the area not the locals.	The Masterplan has been informed by and seeks to support policy such as the King's Lynn Transport Strategy (KLTS). This document supports strategic road infrastructure projects such as the A10 West Winch Housing Access Road, A17/A47 Pullover Roundabout improvement scheme, A149 Improvement and A47 Tilney to East Winch to dual carriageway improvement. Norfolk County Council and partners will continue to investigate how these schemes can be brought forward. The KLTS also seeks to promote greater use of public transport in King's Lynn, support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys and grow annual usage of public transport (bus and rail). Masterplan Strategy Transport and Access aligns and supports the KLTS.	**90.**

91.	I live in South Everard street. Moved back to Lynn after living in London for 25 years. The Southgates area has some of the best looking properties in town. Sadly they are not utilised with some being converted into HMO. A redevelopment and promotion of these properties is much needed. Having lived in the centre it's such a plus to be so close to the heart of Lynn and its stunning architectural buildings and park. There are many areas close to the crossways pub that have been empty for years. Would make ideal properties. Also the building opposite the bingo hall. I truly believe renovation is also about removing ugly buildings, relocating half way houses out of the centre and adding more greenery to make sites like car parks less ugly. Visual impact counts greatly to how locals and tourists feel when they enter a town. The area around the Southgate's roundabout is stark and unappealing considering it's one of the main entries to the town. Aesthetics counts greatly.	Comments noted. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture. Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets and the approach to greening. The Southgates area is identified as a short term priority opportunity site.	**91.**

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92.	Strongly opposing Boal Quay proposal. Residential units not in keeping with heritage of KL. Kills historic connection between Bridge St + river, blocking views from southerly riverside approach, contradicting Masterplan's own finding that riverfront is KL's greatest heritage asset. Rising sea levels threaten long-term viability; land sealing will increase flood risk. Previous works caused structural damage to listed buildings on Bridge St + All Saints St. Compensation refused! Extended wildlife corridor from Harding's P welcome. Consider motorhome spaces. Support cycle + nature tourism. NCN 11 + EuroVelo 12 opportunity for international tourism. Sommerfeld + Thomas: supported but caution re definition of "creative". Artist studios + maker spaces with community access strongly preferred. Purfleet Basin: reintroduce boats. Long-term river clean up to enable swimming. Trees in ground, not containers. Cars parked on quayside block river view. Move to opp. side of road. Soundproof Speedway.	Comments all noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The final masterplan also further adds to the narrative of the site including the historic context of the previous built form on the site. This has also been undertaken for nearby Church Street which is also a previously developed and since cleared site.	**92.**

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93.	I strongly disagree with removing the current long stay car parks to out of town. They are sufficiently out of town currently so moving them further out would be a disincentive to come into town. Likewise changing the car parks to short term would discourage me from coming into town.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**93.**
94.	disagree to removing current car parking options disagree changing current LS to ST car parking disagree moving car parking further out of town	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**94.**

95.	I cannot see how removing nearly all town centre car parks will bring visitors in. Where will people who wish to go to the corn exchange park, or when the Mart is here.? Parking is bad enough at christmas, plus many people who live in the town centre have annual parking permits for Boal Quay because they have no other parking. Where will they park? I have spoken to others about this & they are all of the same opinion. Please rethink.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**95.**
96.	I strongly disagree with the plans for the South Quay. This area is very good as things stand. It is flexible and pleasant and well used. Areas of planting would get in the way of multiple uses and serve no particular purpose. The proposals are also unsuitable to the historic character of a Riverside quay. I also strongly object to the plans for the Southgates. Traffic has gone through the historic arch for 600 years and it would be a great pity for the time to lose this noble entranceway for no material gain. The marooned Gateway would become a sad heritage relic and not a magnificent gateway to the town.	Comments noted. Please see **Response Reference 42** in regard to South Quay and the riverfront. Please see **Response Reference 88** in regard to the Southgates Masterplan. This is a heritage led scheme aiming to introduce new housing, landscape and public realm to enhance the key gateway into King's Lynn. Whilst acknowledging that the gate has been the key entry point from the south for centuries, modern vehicular access is damaging the historic fabric of the building and preventing greater public appreciation of the major heritage asset. The gate would still function as an entry point for pedestrians and cyclists whilst opening up the asset and its immediate setting as accessible and high quality publicly accessible space. The proposal has been affirmed at public consultation exercises both as part of the Southgates Masterplan and subsequently the emerging King's Lynn Masterplan. The masterplan itself, including moving the road, is supported by Historic England.	**96.**

	I also think it is misconceived to take parking from the Tuesday marketplace until and unless there is proper use of the space for a regular market, which is where the local authority's attention should be directed. I am strongly in favour of reusing the post office and Debenhams for new domestic/Office/mixed use.		
595 **97.**	For older people this is utterly ridiculous. We hardly go into town as it is and if you stop all the longer term parking we just won't bother at all. The shops that currently exist will all suffer and no new ones will be interested in coming in. They'll all move to the Hardwick or other out of town locations. Trains and buses are all very well but there is no round town bus and its a long walk to the Tuesday Marketplace from there. So inconvenient. The council is all going to change in 2 years so why bother with this????	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The approach seeks to monitor and review over time, taking a balanced approach to car parking across the town centre whilst providing close access to those to need it. The ambition for this masterplan is to set out an updated vision for the town, considering the various plans and strategies that have been developed previously. Once adopted, the Borough Council will continue work in the short term until Local Government Reorganisation takes place in 2028. With this updated and affirmed vision, the new Unitary Authority will be in a position to get on and deliver the masterplan, moving on to delivery over the lifetime of the masterplan.	**97.**

98.	I think that any new buildings in this area so close to the Wash, at flood risk, should be built on stilts. A major housing development in Boal Quay would damage the listed buildings on Bridge Street and Allsaints Street, as has happened before. The listed buildings and monuments on this street should not be impinged by major housing developments that would destroy the view of the historic riverfront, which is part of the town's unique appeal, worsen the flood risk, and create noise pollution that would damage the artistic, music and heritage organisations on this street that are already attracting sustainable cultural tourism and changing the town for the better. The ecology of the riverfront, linking to Harding's Pitts, should be protected. This is what is already drawing new visitors and residents to the town and this asset should be maintained and protected rather than overdeveloped and damaged.	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay.	**98.**

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99.	While I agree with plans to reinvigorate the town centre and turn empty former retail outlets/buildings into residential flats, there are some issues. The building proposed in the Boal Quay area is too much for what is already a congested area of the town. It will impact existing residents negatively with overcrowding of population in a small space, increased traffic from cars through the bus lane, blocked views of key buildings, unnecessary risk in a floodzone through pressure on resources and risks to pedestrians through removal of walkways and forcing traffic along a route with no proper crossings. We already have Freebridge building further nearby and the Council has allowed HMOs to go ahead. Bridge St and All Saints St include important historic sites - Greenland Fisheries and All Saints Church - which are tourist attractions. This area needs more careful management.	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The masterplan is not proposing to allow through traffic to access Harding's Way between Boal Quay and Wisbech Road.	**99.**

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100.	I don't agree with the parking and housing proposals, sorry	Comment noted.	**100.**
101.	Serious concerns about moving parking to the edge of town while businesses are struggling now. Empty units increasing. Move the parking futher away and you put people off. Cars are key to living in and getting to West Norfolk. Trial free parking for 2 hours in the town centre and measure the benefits. We must preserve and enhance the riverfront's maritime and industrial character. Planting and greening is out of place. Plenty of lovely green at West Lynn. Trees are not meant to be on the quay. Boats and maritime industrial things are. The existing seating along the quay is great and well used. Not enough focus on importance of creating jobs and entrpreneurial opportunities for our current	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 42** for the riverfront. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and masterplan vision. Many masterplan opportunity sites include the potential for commercial/office, cultural and creative uses alongside residential. Masterplan Strategy Land Uses for Local Needs seeks to focus investment in the town centre to reinforce King's Lynn's role as the heart of West Norfolk. This includes the delivery of homes, community, commercial and cultural uses that meet local needs, support sustainable town centre living, and contribute to strong economic, cultural and leisure activity throughout the day and evening. The strategy seeks to support diversifying the town centre	**101.**

	young people. Economic growth will attract people to Lynn. Prioritise that, then build the homes. Lots of empty homes in town. Local government reorganisation is happening. BCKLWN may not exist to see any of this Masterplan happen. Millions of tax payer money already wasted on consultancy.	economy with leisure, workspace, culture and evening uses alongside supporting the evening economy through mixed uses, active ground floors and safe, attractive public spaces. The strategy supports the riverfront as a destination including the enhancements and new uses proposed throughout the masterplan. The strategy also seeks to support creative, industrial and flexible workspace in the town centre – options are available for various opportunity sites to deliver these uses and create new jobs in the town centre. The masterplan has also been informed and seeks to support policy such as the West Norfolk Economic Strategy in terms of delivering economic growth, improved skills and jobs in King's Lynn. Please see **Response Reference 97** in relation to Local Government Reorganisation.	
102.	Signage into town from all directions must be improved: brown-sign town info on the A47 comes far too late. Support for moving car parking out of Tuesday Mkt Place: this beautiful space needs to be decluttered. Def use Port Area for parking but make walking in easier. Better provision of benches to allow rest stops for the mobility-impaired and 24/7 access to more well-lit and -looked-after public toilets: the "toilet leash" is a real disincentive for women to get out of the house. Germany and France lead the way in simple, self-contained, self-cleaning public toilets. Use their expertise. No housing on Boal Quay. View of Greenland Fisheries and Bridge St shd be unobstructed from the river. Boal Quay car park should be used for	Comments noted. Masterplan Strategy 6: Built Form and Public Realm seeks to prioritise human scale design to create comfortable and healthy environments, this includes the provision of seating which is a key point as outlined. This has been strengthened within the masterplan to reference Health Streets principles which include ensuring there are suitable places to stop and rest among other key elements, more information ca be found here: https://www.healthystreets.com/what-is-healthy-streets Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Regarding motorhome parking provision, this has been subject to further consideration and is updated in the final masterplan document. Masterplan Strategy 3: Harness History and Culture, set out how the masterplan seeks to celebrate King's Lynn's heritage working alongside other	**102.**

	inviting motorhoming tourists to park short-term and co-use facilities with pontoon boat users. Make much more of our Hanse heritage in our town literature. Develop off-the-shelf study packs and walking routes tailored to the Key Stages for schools.	local policies and guidance. This includes considering new and existing trails as well as interpretation and built form guidance.	
103.	Whilst the broad concept of the masterplan is good the detail is lacking, and there is no coherence with broader policies. Some of the proposed targeted area plans are good, but the Boal Quay and Southgates plans are very poor. The Boal Quay proposal is insensitive both to the existing built heritage and the natural environment. The negative impact on Greenland Fishery, Bridge St, and The Friars of the proposed development is unacceptable. The Southgates proposal fails to utilise the asset of the Southgate as an entry point to town by deprioritising the Nar Ouse Way approach that could intercept tourist traffic from the A47/A17 (Midlands and North) towards the centre of town	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 88 and 96** in regard to Southgates. Please see **Response Reference 14 and 83** regarding St James Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process.	**103.**

	before they reach the out-of-town retail parks at Hardwick. Moving the St James pool out of the town centre is a direct conflict with obectives to raise footfall in the town. Church St car park would seem to be an ideal location for a new pool.		
104.	1) While I am sympathetic to the broad aims of the masterplan , I must wholly object in particular to the misguided proposal for a massive housing over-development on Boal Quay. Apart from loss of car parking for local residents, this would be an unwelcome change of character to the area, including destroying attractive sight lines, and vistas, as well as making the mistake of repeating the brutal architecture of Hillingdon Square. 2) As a Past President of the Royal Society of Sculptors, I urge caution in any future proposal to commission items of permanent pubic art/sculpture in Common Staithe Quay (or anywhere). In my experience too often such things , while well-intentioned, are naively and poorly commissioned and selected. Better to plant a tree	Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 5 and 35** in regard to the approach to new development and design in the masterplan Comment noted regarding public art.	**104.**

	than impose mediocrity on the public when outstanding examples and practice might be possible, thereby representing the best of practice - as deserving of both the art form and the wider audience		
105.	Priorities need to be reconsidered. The riverside & its relatively rural aspect is King's Lynn's greatest glory and recreation & water-use should be priority, reducing car parking on quayside edges to make room for plants, seating, foodstalls etc. Concentrate housing development around existing built up areas. NO BUILDING on Boal Quay which needs only trees to shade parking (cf Parking Ombragé in France) and have more greenery along riverside to connect coastal path with South Quay. If necessary sacrifice Devil's Alley to housing instead as already built up there & all the inner-town sites: K, E, H, Debenhams, are fine. Important to prioritise creative use for Sommerfeld, - bring in a creative partner like UAL at Granary Square. Tuesday market is another considerable asset - make it a recreation area and market again, NOT a	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. Please see **Response Reference 42** for the riverfront including the vision for coherent green links from the Purfleet area through South Quay and Boal Quay to Harding's Pits and the Southgates Regeneration Area beyond. The Inner Purfleet concept seeks to preserve the site with additional habitats to improve biodiversity and water quality with elements of public realm at street level to reinforce and connect to the Rail to River route and pop-ups on Purfleet Street and provide a more coherent link to the Baker Lane travel Hub and public toilet facilities.	**105.**

	car park.Development around Common Staithe & Port could be exciting. Leave Inner Purfleet alone - it's little wildlife haven for ducks, reed warblers & kingfishers		
603 **106.**	I am worried about the issue with the car parks, moving them all to the edge of town will create difficulties for women who walk on their own at night, women with children, the elderly and those who have mobility issues in general but do not qualify for a blue badge. With an extra 4,000 homes in west winch and the 2,000 homes in south wootton/knights hill. Where are all these people going to park when they want to come into town? I fear that these proposals will turn kings lynn into a ghost town. Realistically how many tourists will come in by train and bus to make up for the number of local people	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The masterplan seeks to balance access for all, both residents and other visitors such as tourists. Whilst aligning with national, regional and local policy to deliver modal shift to public transport and active travel, the masterplan seeks to ensure you can still access the town by car and there are parking spaces close to amenities for those who need them as well as better utilising existing central parking such as the multistorey. The proposals have been devised and designed without the use of AI – this includes the quantum and form of development shown, all plans, and the majority of illustrative/sketch material including all hand sketches and colouring. In a limited number of instances AI has been used to enhance image and colour quality of sketches, but none of the content in the Masterplan is solely AI generated.	**106.**

	who will just not bother to come in because they cannot find anywhere to park. Tourists are not a reliable source of year round income which is what we need to really regenerate the town. These proposals will make the town look pretty but they are not all practical. Have they been generated by AI by any chance? I am disappointed with the plan - its quite dull and uninspiring.		
107.	The Boal Quey is an area of natural beauty, full of wildlife and natural habitats along with natural landscapes. The area enhancing the lives of locals, is a popular outdoor space for walkers etc. Please do not spoil our greenspace.	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57 and 61** in relation to Boal Quay. The masterplan seeks to improve greenspace across the town, both via urban greening in new development sites and public spaces as well as existing areas such as the Nar Loop at Boal Quay. Links at Boal Quay to Hardings Pits are central to the vision and the proposals seek to reinforce the greenspace from Harding's Pits, through Boal Quay and along the Quay. Please see **Response Reference 42** for the riverfront. Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets and the approach to greening.	**107.**

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	108.	Reduction in public car parks will put visitors, shoppers and those using leisure facilities off coming	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**108.**
605	**109.**	None of this will be effective unless public transport is improved and work undertaken to improve congestion around the town centre. Bus service is unreliable and ends too early leaving the evening culture in town dead. Even ensuring buses run later on Friday and Saturday nights would make a big difference and increase revenue into the bars and restaurants in tiwn before they start to shut down	The Masterplan acknowledges that improvements are required to public transport. Please see **Response Reference 75 and 90** for more on how the masterplan seeks to work with relevant policy to deliver these improvements including in partnership with Norfolk County Council as the Transport Authority.	**109.**

909 **110.**	Taking away parking in the town and moving it to the edges, will make it harder for people with limited mobility to reach shops. As a person with limited mobility that would stop me from using the town. We do not need any more housing, the roads can not cope with the traffic we have now. There are many empty buildings in area going to ruin, use them. The issues with the empty shops in the town has nothing to do with the reason given. If the council lowered the rents and councils taxes to affordable amounts, instead of being greedy. We'd have some decent shops. Also they need to stop allowing so many coffee shops and gambling shops in a same area. Rather than lossing the history of Tuesday market place, bring back a market, like we used to have. Also lower the price of parking. The multi storey has become so expensive. Its actually cheaper to go to Peterborough where I pay £2.70 to park at tqueensgate for 6 hours. Parking in King's Lynn is way too expensive. Need more disabled parking.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, prices are analysed and considered within the Parking Strategy document. The parking strategy is also considering the provision of disabled spaces and makes recommendations on this. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture.	**110.**

111.	Flooding issues could still be a serious problem, subject to cooperation with the EA. New housing alongside the Nar and Friars Walk looks like it could be a bit crammed in. Boal Quay car park serves a popular use and if parking is moved further south along Wisbech Road there would probably need to be a connecting bus service to encourage users. Encouraged to see that there may be development of the SommerFeld Warehouse and land adjacent Devils Alley. Not sure of the best use of this area, could be commercial but would prefer housing. There is clearly a lot to take in here, so it is difficult to either strongly agree or disagree. Look forward to receiving more information in due course when I may have more clear opinions on the plan. Good to see there are plans in place!	Comments noted. As part of the masterplan consultation we have engaged with the Environment Agency, Lead Local Flood Authority as well as Borough Council Planning, Flood and Water Management and Public Open Space to ensure that flood risk and flooding is considered from the concept stage. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan including how Land North of Wisbech Road and the King's Lynn Enterprise Park parking could link to existing bus routes to provide informal Park & Ride services.	**111.**
112.	Unable to answer Q1, define better place. Workers and parking, no. Tourism, maybe. Parking Common Staithe Quay - the Corn Exchange needs lorry parking for performers all year and Mart vehicles. Excluding the multi-storey, the plan is to remove 1561 car spaces, retain 102 and have 610 new (712), a loss overall of 849. Workers primarily park at Boal Quay, Common Staithe Quay & Church St, potentially 751 spaces or 600 at 80% capacity, leaving either minus 39 or 112 of the new spaces for the public, forcing them into the multi-storey.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. We have consulted with the Corn Exchange to ensure that plans allow the required space and access for the theatre and it's daily operations. The Masterplan and associated Parking Strategy do not propose a significant loss of parking spaces overall in short and medium with longer term loss aligned with modal shift ambitions. A key part of the strategy is to monitor and review parking need as sites come forward over the lifetime of the plan allowing flexibility to respond accordingly with parking provision across the town centre. Car parking prices are outside of the scope of the masterplan project and are an operational and financial decision. However, it is acknowledged that prices as well as location and amount of long and short stay parking will come into the mix when reviewing and monitoring parking provision over the next 20 years and are analysed and considered within the Parking Strategy document.	**112.**

	Will the workers be able to park at the same all day price as currently offered by these 3 parks? Or will we all be forced down the path of no choice apart from the current multi-storey pricing structure. Solutions? Make the multi-storey longer term pricing conducive to worker parking as currently offered. Increase footfall by introducing free/reduced parking. For example One day a week at £3/£5 Free after 6.00 pm to encourage social visitors No more room!!		
113.	Disagree with getting rid of the Town centre car parking. Where will residents park? These people support the town financially and frequently engaging with tourists and promoting the town. Most town centre (old Town) are retired and need to park near where they live, not on the fringes of the town. Town centre is very important for retail in the centre of town as people do not like to park and ride. Many people who work in the town park on the Boal Quay car park.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. As individual sites come forward onsite parking will be considered on an induvial basis including potential for residents parking.	**113.**

114.	There is a massive need for improved cycling and walking routes. Pedestrians crossing London Road and bikes travelling at speed on the pavement is very dangerous. Imagine a route through the Walks, Railway Station and Town Centre. Could/would form part of attractive proposition for visitors. Arranging for better bike transport on the train from London would encourage weekend holiday makers with expendable income!	Comment noted, please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).	**114.**
115.	Motorhome parking on South Quay - Link to new dryside facilities.	Comment noted, regarding motorhome parking provision, this has been subject to further consideration and is updated in the final masterplan document.	**115.**

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116.	The proposals for the waterfront, and in particular King Staithe Square, are a misunderstanding of the essence of the place and its uses. Planting grass and trees is inappropriate - this is an industrial area and the 2000 scheme brilliantly captured the feeling of it being a working quay. We now have trawlers moored there which is fantastic - we don't need little pockets of grass. more boats are good. King Staithe Square is an excellent and intimate venue and the whole space is needed when we have concerts there. Grassing and planting it will make this harder and will visually suburbanise it. There isn't much wrong with the waterfront - it comes alive when there are events and the rest of time it is a living part of town which people use. I'm for reducing parking in Tuesday Market Place but you need to replace it with something. A huge empty square on a freezing November day is bleak and depressing - the cars at least provide some activity. Nothing wrong with Saturday Mkt place.	Please see **Response Reference 42** for the riverfront. Please see **Response Reference 15** regarding King Stathe Square and events. In the final masterplan, the document strengthens the Tuesday Market Place narrative on future uses to set out a clearer ambition whilst acknowledging this will be subject to further consultation and design work as the project comes forward.	**116.**

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	117.	Provide a pontoon landing stage on both sides of the Ferry to make it accessible for more people. That would be money well spent for once.	Works to future proof the ferry are currently under consideration. Please see press release: https://www.west-norfolk.gov.uk/news/article/2061/planning_for_a_sustainable_long-term_future_of_the_west_lynn_ferry_river_crossing	**117.**
211	**118.**	A lot of thought has gone into these proposals and it would be good to see them put into action to transform King's Lynn and utilse existing empty or run down areas, as well as encouraging more tourists both local and from afar to visit the town and beautiful waterfront.	Comment noted.	**118.**

119.	As long as roads improve and hospital etc	Comments noted, have been consulted and will continue to consult both Norfolk County Council Highways and the NHS.	**119.**
120.	Accessibility is vitally important in this redevelopment. The town centre area is quite large for the town's size and parking needs to take this into account. Some people cannot walk particularly long distances and so will not be able to use the town centre. Remember that the new car parking spaces will very quickly be used by new residents and their friends & families. King's Lynn is an hour's travel in any direction from a major city and therefore needs more and better infrastructure than a town of equal size. The bus and rail services are currently appalling and need to be hugely improved. It is impossible to get anywhere in West Norfolk without a car. This needs to be addressed properly, not by papering over the cracks. Equally, the trunk roads leading to the town are very poor, and in very	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The Masterplan acknowledges that improvements are required to public transport. Please see **Response Reference 75 and 90** for more on how the masterplan seeks to work with relevant policy to deliver these improvements including in partnership with Norfolk County Council as the Transport Authority.	**120.**

	poor repair! Without addressing this, a lot of the proposals are simply 'lipstick on a pig'.		
613 **121.**	Town centre needs to be rejuvenated. It's a long term plan granted, but as long as a lot of local people have no money to spend I can't see Kings Lynn 'coming up'. New library is fantastic. Church st parking area definitely needs re planning.	Comments noted.	**121.**

122.	With the moving of car parking out of the town centre you need to make the transition from private to public transport very simple and economic. It would also be prudent to consider how shoppers will carry produce/ purchases to the car parks with ease. A lot of the development feels like it's designed to encourage tourists but a balance needs to be done to encourage residents too.	Comment noted.	**122.**
123.	I notice that on many of your plans there are lots of trees shown. I hope this is an indication that there will be thousands of trees planted throughout the town as there is a serious lack of green space in King's Lynn, other than the walks. Also, there is no mention of addressing the terrible traffic problem which plagues the town and contributes to its unattractiveness! I would like to see a detailed plan for reduction of motor traffic, especially on London Road and Railway Road.	Please see **Response Reference 40** in regard to Masterplan Strategy Harness Natural Assets and the approach to greening. The ambition for urban greening is applicable to both development sites and public realm and public spaces. The masterplan seeks to support modal shift, encouraging more journeys to be undertaken via public transport, cycling, wheeling and walking. Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**.	**123.**

124.	Generally I support the preservation and where possible the enhancement of all aspects of the heritage of King's Lynn, including the provision of new quality housing where some car parks currently exist. However I do not agree that the creation of a vibrant Kings Lynn town centre is conditional on all parking being on the edges of the town. The town map produced in the mid 1960's identified the need for two multi story car parks and only one of those has been built. The strategy for The South Gates states that the development at West Winch will not adversely affect the traffic volumes at this junction and clearly it won't if parking in the town centre is prohibited. However I'm not sure all residents will support that view and would prefer a little more flexibility in choice of transport and associated town centre parking.	Comment noted. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan.	**124.**
125.	SOUTH LYNN - LAND NORTH OF WISBECH ROAD There should be no development and no car park adjacent to the town's principal corridor of sustainable transport, Hardings Way Bus Lane. "Land North of Wisbech Road" should be for Nature Recovery, in the Village Green Application for Hardings Pits, for recreation, tree planting, to mitigate Climate Change. The land is too far from the town centre, and away from a Bus Stop, to make a car park viable. Used as a Car Park, additional turning, slowing and stopping along Wisbech Road Corridor of Movement, would cause delays and back-up at the Southgates Roundabout.	Comments noted. Please see **Response Reference 58** regarding Land North of Wisbech Road. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan including how Land North of Wisbech Road and the King's Lynn Enterprise Park parking could link to existing bus routes to provide informal Park & Ride services. We have consulted with and will continue to consult Norfolk County Council Highways to ensure highway safety issues are considered from initial concepts and as more detailed designs emerge. The Transport and Access strategy within the masterplan seeks to encourage modal shift to all alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy (KLTS).	**125.**

	The answer is more buses, improved cycleways, an expanded and more accessible ferry to keep cars off Wisbech Road. More Active and Sustainable Travel, not more car parks. WEST LYNN The first priority for the Council is to take responsibility to transform the 80 year-old Ferry Landing Stage, into a modern, accessible facility to support communities and stop the inflow of cars.	Please see **Response Reference 117** in regard to the ferry.	
126.	Worried about parking for cars coming from the villages towards Wisbech, that are accessible for the elderly . We have no bus service from our village and come into Lynn at least once a week. To shop, eat out and for other services. A lot of the car parks seem to be disappearing and no provision made for people outside the town who contribute to the economy. Which means tourists as well.	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. The Transport and Access strategy within the masterplan seeks to encourage modal shift to alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy (KLTS).	**126.**

127.	Removing car parks loses about 850 spaces, not including St James multistorey. Workers park at Boal Quay, Common Staithe Quay and Church Street - 750 spaces. Even if not all full capacity, this leaves about 120 spaces of the new car parks available, therefore forcing the public to St James. What will the pricing structure of the new car parks be? Will the workers still be able to pay £3.60 all day? St James is not operating to full capacity currently because of pricing structure. Could this be made a longer term park with pricing attractive to the towns workforce? The Corn Exchange requires availability of lorry parking all year for the performers. This is also used by Mart staff vehicles. Tuesday Market - Will this be availale for the mart, heritage day car show and Festival Too! Offering some free/reduced days at key times like Christmas, would help bring footfall back to town. Reduce rates! Empty Shops bring in no income!	Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please also see **Response Reference 112** in regard to the Corn Exchange and pricing. In regard to The Mart and events on the Tuesday Market Place, the ambition of the masterplan is not to prevent any events from taking place, further stages of more detailed design will consider further how the space operates both for events and the rest of the year.	**127.**

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128.	Best part is making Tuesday market place not a car park - what a waste just filling it with cars! Also please consider bike transport, - I'd welcome more cycle lanes, properly segregated like in holland. A park and ride would be great, but ideally one that doesn't put you off visiting the town. More taxis available (worst town I've ever visited for taxi availability - it stops me from visiting in the evening) - that existing company seems to have a monopoly, over charges and never has any available. Great work on the river front - I really like it. I doubt the Debenhams site will work as you have it planned.	Comments noted. Comment noted, please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan including how Land North of Wisbech Road and the King's Lynn Enterprise Park parking could link to existing bus routes to provide informal Park & Ride services.	**128.**
129.	I absolutely love King's Lynn, my adoptive home. This plan is brilliant and I can't wait to see it evolve. Friends who come to visit us can never understand why King's Lynn, and all its amazing history, is not more of a tourist destination and how thousands of people bypass it every year on their way to other parts of Norfolk.	Comment noted.	**129.**

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130.	Too much community space as what we have is underused and the upkeep cost will be too high. With all the residential preposed there is far too little parking for them. Far too much commercial space the town is a retail void now and if cars are being restricted in these areas who can walk to outreach parking with heavy items. Generally people won't walk to a business due to time taken they want to park free near and quick in an out. Maybe you don't realise why out of town retail is so attractive I agree the more people that live in the centre will generate a better occupied town, but looking at the occupation now a high proportion is untidy rundown (even newer properties) This is not a look that will invite heritage visitors to the town We need to improve the heritage we have that's why visitors will come. Make attractions of the pilots outlook and old baths. Make the old post office into an attraction. We have the stories and history to make a great imersive experience such as in York	Comments noted. The Former Baths building and the old Post Office are identified within the masterplan. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. As individual sites come forward onsite parking will be considered on an induvial basis including potential for residents parking. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture.	**130.**

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131.	It seems we would lose a lot of green land that our wildlife depends on. I truly believe, if anything these currently green semi wild places need to be helped to be more wildlife friendly. If they go ahead, these plans will destroy desperately needed habitat and we'll lose the wildlife forever. I am absolutely all for improving King's Lynn as a town, but one only has to take a walk to see how much existing brownfield land and how many existing buildings blight the appearance of our town. Shouldn't they been improved and repurposed first? The current green spaces are well established and should therefore be allowed to remain so. PLEASE!	The Masterplan is not advocating for building on significant areas of existing greenspace, seeking to direct development to previously developed brownfield sites as a priority. Please see **Response Reference 40** for more information on the approach in the masterplan.	**131.**
132.	The proposal to redevelop Boal Quay car park into dense residential blocks directly contradicts the stated aim that "the riverfront will be celebrated for its role in King's Lynn's maritime history, and as a major natural asset for the town." Such development would sever the visual and ecological link between town and river. The site should remain largely undisturbed, letting the river and wetland function naturally. As an extension of this wetland, the current car park does not block views of the river, wetland, or West Lynn - views that residential blocks would destroy permanently. If more waterfront housing is really needed, it should be sited on land flanking Devil's Alley with	Comments noted. Please see **Response Reference 19, 48, 50, 51, 57, 61 and 107** in relation to Boal Quay.	**132.**

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	Sommerfeld and Thomas Warehouse screening new development and preserving the remaining visual integrity of the historic waterfront. Boal Quay itself would be better used for commerce with a maritime focus, in keeping with the area's heritage and drawing footfall to this underused end of the riverfront.		
133.	It will be really exciting to see the changes to Kings Lynn through the process of adopting the Masterplan. It will create healthier environments through the encouragement of active travel and car parking considerations. Appears that lots of hard work and thought has gone into these proposals, so will be fantastic to make them a reality.	Comment noted.	**133.**

134.	I agree with the general move to move parking away from the centre and much of the regeneration ideas but have the following reservations: 1. Parking in the Tuesday Market Place is a blight on a key focal heritage site - why not keep/increase psrking in Common Staithe Quay and make the market place car-free but allow public transport and provide more cycle parking. 2. Stop through traffic on Boal Quay and only allow disabled and residential access with the same entry and departure point. 3. Do you need any parking at St James Pool area when there is a multi- storey car park next door.? 4. Consider buliding more city centre residency without car parking targeted at young single housholders.	Comments noted. Parking is planned to be offset to the Port & Timber Yard sites freeing up Common Staithe Quay for Riverfront residential development with mixed use at ground floor and public realm improvements. The Riverfront seeks to strike a balance between access and pedestrian priority in the current concept which will continue to be developed into detailed design over the lifetime of the masterplan. The parking provision at the St James site is shown indicatively and could provide some resident parking. However, this will be considered in more detail at detailed design stages considering the nearby parking as identified. Town centre residential density includes the ambition for targeting younger people as part of the wider mix. This would include young professionals who may otherwise wish to leave King's Lynn as well as attracting those who work elsewhere and can capitalise on the link to nearby public transport including the train line.	**134.**
135.	More cycle parking and more safe routes into the town are needed. At the moment there are so many busy roads to cross, you use so much energy actually getting into town that it means you end up limiting the trips you take. Reduce the number of cars in the town centre so that it's less of an exhausting urban jungle and people will make more trips into town because they'll find it less exhausting.	Comment noted, please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP). Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**. The Transport and Access strategy within the masterplan seeks to encourage modal shift to all alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with other national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Transport Strategy (KLTS).	**135.**

136.	I am in favour of the plans to improve Kings Lynn town centre. I live in Kings Staithe Square. I am all for introducing trees and plants and entertainment if it's the right kind. However, I do think the plan for the square does not consider the residents who here. We still need to access our properties (postmen, deliveries & maintenance tradesmen and our visitors) We also need to park our cars. I oppose:- Nightlife which would be a noise nuisance and encourage unruly behaviour. Outdoor dining - licensing hours should be strcitly controlled. The Bank House already has outside dining. Why does it need more? Selling street food would lower the tone and encourae litte). I also object to the Hotel Service area being placed right outside our houses - another noise nuisance. This is an elegant square - could be made better if done in a thoughtful way. Keep noise to a minimum and enjoy the sunsets in a peaceful cultural place. Please have a rethink.	Please see **Response Reference 42** for the riverfront. Please see **Response Reference 15** regarding King Stathe Square and events. Access is shown to remain which would not prevent resident and other access to the square by vehicles. Other elements are noted, these will be subject to further detailed design and consideration taking in account the needs of residents and businesses to ensure a final scheme, delivered in the medium term, is high quality and successful.	**136.**

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137.	There needs to be easy access to the cycle parking at Baker Lane. Cycle parking dotted around the town centre is more convenient for cyclists, rather than walking between one hub and a shop	Comment noted, emerging plans are aiming to make sure the Baker Lane Cycle Hub has easy access including the existing bridge over the Inner Purfleet. Masterplan Strategy Transport and Access also outlines the ambitions for mobility hubs across the town centre at key point, the ambition for cycle parking at various points across the town centre is supported.	**137.**
138.	Happy to see this ambitious plan which I believe would benefit the town and residents and make King's Lynn a more attractive visitor destination. Very pleased to see that active travel forms a part of the plan, especially to the north of the town centre where some small but vital links are currently missing from the cycle network. More cycle parking would be great (although not in car parks) as it does get full in the busier areas of town. I support the plan's balanced approach to car parking provision. It is also encouraging to see that more housing is planned for the town centre, which I believe will help ensure the town centre flourishes.	Comment noted.	**138.**

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139.	Important that neglected properties are improved by owners or after responsible notice, council intervenes and makes compulsory purchasing especially in historically important streets. The impression given to visitors and would be residents of a town that cares for its buildings, not least from rail station and entrance to Lynn. Very important. Cars should not dominate especially in an historic town, never the less there has to be a balance but proposals are in the right direction. If we are to have a mix of ages in the town centre facilities such as the swimming pool, should be retained and improved. Economically moving the pool to Lynnsport makes sense but would undoubtedly mean swimmers driving to Lynnsport. Proposals regarding Purfleet Quay are questionable. Whereas South Quay is fine (ideally without cars). These latest set of proposals are best to date but Devil is in the Detail. As a council tax payer, I hope there will not be amounts of money paid to consultants.	Comments noted. Please see **Response Reference 75** in regard to delivery and private sites. The Council will also review available powers such as via Planning for untidy land to bring about visible change where appropriate. Please see **Response Reference 14 and 83** regarding St James Swimming Pool which has been proposed to move to Lynnsport outside of the masterplan process.	**139.**

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140.	I don't agree with Land North of Wisbech Road as shown because it would mean a lot more cars driving on the south end of Hardings Way and an extra junction turning across cycle traffic, which is a safety problem when about three-quarters of all injuries to people cycling happen near junctions. Please use the turning off Wisbech Road as the sole access. There is a need for more cycle parking near shops (not where motorists crash into them) and completing the orange (West Lynn / Freebridge / South Quay) and green (North Lynn / John Kennedy Road / Railway Road / New Library) routes, and there should finally be some sort of "rail to river link" for cycling and not only walking (there are multiple possibilities and any could work, but so far none are in the plan) because that really limits the benefits from cycle touring like the Rebellion Way and North Sea Coast Cycleway, as well as making everyday shopping more difficult for local residents.	Comment noted. Please see **Response Reference 58 and 125** regarding Land North of Wisbech Road. Comments regarding cycling noted, the masterplan seeks to support improved cycle infrastructure and roues within the Transport and Access Strategy which have been reviewed before the final masterplan is adopted. The masterplan has also been informed by and seeks to support the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).	**140.**

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141.	I strongly oppose the King's Lynn Masterplan both in principle and in detail. King's Lynn has grown organically over centuries, resulting in a rich patchwork of architectural styles & character. An overarching "consistent vision" risks imposing uniformity that does not respect the town's historic fabric. I & many residents would prefer a genuinely incremental approach: identifying & solving real problems one at a time so the town can absorb change gradually & affordably. Large-scale masterplans of this kind are expensive to develop and deliver, and often create significant ongoing maintenance costs for new assets. Funding would deliver far more visible benefit if directed at practical, deliverable projects e.g. bringing vacant buildings back into use, re-establishing a proper market on Tuesday Market Place & supporting small-scale improvements. I ask the Council to pause the masterplan process & instead work with the community on a more modest, phased programme of improvements.	Comment noted. Whilst the masterplan aims to bring policy, strategies and site specific plans together in one document, it is a phased plan looking at the next 20 plus years identifying a number of individual sites that will come forward overtime. The masterplan is based on extensive public consultation both within the masterplan process and before for the Pride in Place Programme. This has informed key principles from the beginning. Having an up to date vision for the town, aligning and informing the next Local Plan, will ensure a joined up and coherent approach to the development of the town. The updated vision also allows the Borough Council to better seek funding opportunities from partners such as (but not limited to) Historic England and Homes England as well as engage with the private sector. Key schemes in this masterplan include bringing back into use vacant buildings such as The Old Post Office, Sommerfeld & Thomas Warehouse and the former Debenhams building. A delivery plan was developed alongside the final masterplan. The masterplan includes both short, medium and long term projects, identifying 'easy wins' that can be delivered quickly as well as projects that will take longer to come forward.	**141.**

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142.	The proposals are very welcome, especially with regard to enhancement of biodiversity and green space. Please also specifically confirm that new buildings will include integrated biodiversity measures such as swift bricks, a universal nest brick for small bird species. This is in line with the Local Plan 2021-2040 (paragraph 5.34), the Norfolk Local Nature Recovery Strategy (Part C, Table 38b), and National Planning Practice Guidance 2025 Natural Environment (paragraph 017), which refer to swift bricks.	Comments noted. All development will be delivered in accordance with the relevant policy requirements at planning stage.	**142.**
143.	The master plan is ambitious which is good to see. There needs to consideration on the demographic of Kings Lynn, KL and the surrounding area have an aging population, removing car parks such as Tuesday market place which heavily supports the venues such as the corn exchange does not seem to be a good idea. plans are heavily reliant on the investment. What the master plan fails to do is connect into wider active travel investments are required which will support tourism. For example Kings Lynn is part of the Rebellion Way cycle route but there is not a bridge over the A149 for cyclist to cycle into town. The Ouse needs a bridge, connecting W Lynn. The masterplan needs to be supported by jobs, Lynn has a few main employers NHS, A Flux etc. The	Comments noted. Please see **Response Reference 6, 15 and 29** in regard to the approach to parking in the masterplan. Please see **Response Reference 64 and 75** in regard to cycling and the masterplan including alignment with the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) which itself includes the identified need for improved cycle facilities over the West Lynn Bridge. Also relevant is the County Council's Sustainable Transport and Regeneration Scheme (STARS) – please see **Response Reference 53**. The Transport and Access strategy within the masterplan seeks to encourage modal shift to all alternative modes including walking, cycling and public transport whilst still providing suitable access for all modes. The strategy acknowledges that further improvement is needed to facilitate modal shift and seeks to align with other national, regional and local policy including Bus Service Improvement Plan funding and the King's Lynn Transport Strategy (KLTS). For more please see **Response Reference 90**.	**143.**

	plans are heavily reliant on the Ely junction being upgraded. Furthermore, there needs to be further consideration on Kings Lynn industrial strength, let's not support hinder the Ports importance and timber trade such as closing Particks and T	The masterplan is not directly advocating for the removal of Pattrick and Thompsons but responding to the opportunity for this land to be available. The illustrative plans for the Port and Timber Yard site also include the potential for new business, innovation or creative activities which complement the operation of the port alongside new/consolidated parking.	
144.	"Tired of grand plans and hugely expensive consultations that have zero or negative (the Custom House was fine as a tourist office & Museum) outcomes. Homes - Please start with the empty and shabby buildings around town centre (with so much out of town building the housing market generally is now iffy). Parking - These plans would lose much parking (eg. Boal Quay, very useful and not blocking view as would proposal). Where do the cars go and have new residents got parking? Re: out-of-town proposed - sounds very doubtful - perhaps try a small park and ride with a good shuttle. Complementary Local Towns/Tourism - Suggest build links with local places of character (eg.	Comments noted. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture. Comments noted. Please see **Response Reference 6, 15 and 29** regarding the approach to parking in the masterplan. This includes potential for informal Park & Ride at the Enterprise Park and Land North of Wisbech Road. Please see **Response Reference 19, 48, 50, 51, 57, 61 and 107** in relation to Boal Quay.	**144.**

	Markets, history) for mutual benefit - also the fine coast. Hunstanton for example - how about (in summer at least) agood nonstop bus (KL Rail to Hunstanton) perhaps linked to train times. Homeless/hapless - Provide HMO's/nightshelters in carefully closed places that are intended to support/teach how to manage everyday life? Ugh! Try to restrain ghastly proliferation of 'beautification' (tattoo parlours etc). Our population is increasingly obese, unhealthy and stupid! Promote informal learning including skills for parenting to finance (school initatives, not Exam directed!)."		
145.	"Thank you for the further opportunity to comment and ask some questions about the developing Regeneration Masterplan during your information event at the new library last week. We appreciate the hard work that public consultation must involve and the efforts being made to garner opinions and ideas from as many stakeholders as possible. Having had a chance to read through the revised masterplan, and further to our discussion last week, the key points we raise are: • While it is good to see reference (p35) to improving active transport links across the river on the current road bridge (Cut Bridge) to encourage walking and cycling from West Lynn side, there doesn't seem to be any specific reference in the Design Principles (p75) to improving pedestrian and sysle experience over the Cut Bridge. It would be	Comments noted, the Bridge from Wisbech Road to West Lynn is part of the Orange Route (Town Centre to Clenchwarton) in the LCWIP. A medium-term priority within the LCWIP is for a segregated cycle facility over the Cut Bridge (Ref: 01-06). This has been included as outlined within the masterplan within the Transport and Access Strategy. It is important to note that the LCWIP has informed the masterplan and the LCWIP's delivery is supported by both the Borough Council and County Council. Comment noted regarding building sustainably, the masterplan sets out a high-level vision and initial concepts for sites across the town. The masterplan outlines sustainable development at a town wide scale. As sites come forward into more detailed design site specific and building specific sustainability measures will be considered in more detail. Development will also be subject to any policy requirements at planning stage. Comment noted regarding potential uses for a moored boat in the Purfleet. The final masterplan considers the narrative and potential uses in more detail within the Riverfront Regeneration Section. The boat is intended to create a	**145.**

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631	good to see an unequivoval statement of intent to improve this vital link in all relevant areas of the Design Principles. • Principles and examples of sustainable and where possible, zero-carbon building projects and practices should be stated and pursued in the plan. Examples might include timber construction where possible, co-location of data storage centres to provide zero- carbon and reduced cost community heating options particularly in respect of the proposed swimming pool relocation (working examples already exist in other parts of the country. • Whilst the artist's interpretation of the waterfront regeneration includes a tall ship docked int he outer Purfleet dock by the Custom House, there is no suggestion of conideration being given to possible use of the dock for visitor attraction and it seems to be left vacant and a wasted opportunity to create the stated aim of 'a riverfront to be celebrated for it's role in King's Lynns Maritime history and a celebrated destination'. We reiterate a previous suggestion that consideration should be given to the use of the Custom House dock for a floating structure/building echoing Captain Vancouvers HMS Discovery and the spirit of exploration, creating an educational and community focused space looking outwards and forward but with inspiration from the important history of the town. The example of Amsterdam provides some inspiration, a replica of a nationally important vessel built by a workforce including many young	destination and focal point along the waterfront, helping to attract visitors, increase footfall, activate the quayside, and encourage people to spend more time in the area. It also provides an opportunity for complementary waterfront uses that contribute to the vibrancy and character of the riverfront. In addition, the narrative within the Public Realm Section of the final masterplan has been reviewed regarding supporting the Minster as a destination. Continued engagement with the Minster will also be important after the masterplan is adopted.	

632	people developing tangible work-related skills and now a destination space for an international audience in the Dutch capital. Surely the Masterplan provides the opportunity to create an ambitious vision for the town at the outset, albeit many challenges would lie ahead? • Finally whilst the plan clearly states the intention to 'Improve the setting of key heritage assets including The Minster', the don't appear to be any specific plans to support the development of the Minster as a key destination. Perhaps a statement of intent to work with diocesan authorities would be appropriate and this would also relate to the intentions for 'adaptive' reuse of the Saturday market Place as well. Thank you again for your time and important work. We would be interested to engage in any further work in the future.		

146.	"Dear Sir/Madam, I am encouraged by much of what I am seeing in the regeneration masterplan and I welcome investment into King's Lynn and the future of the town centre. However, I would be cautious about creating significant additional retail space. High street retail has been struggling for many years and consumer habits continue to shift towards online shopping. There is a real risk that too many new commercial units could eventually lead to empty shops and underused developments in the future. The town should avoid repeating a model where there are vacant retail units underneath residential flats, as this can quickly make areas feel neglected and lifeless rather than vibrant and welcoming. Historically, many of the town's retail premises were once homes, and I think there is an important lesson in that. In my view, regeneration should focus more on bringing people back into the town centre to live, socialise, and spend time there. If it was me, I would seriously consider converting more buildings back into residential use where appropriate, especially as long-term predictions for the high street continue to point towards further retail decline rather than growth.	Comments noted. It is not the ambition to compete with the town centre retail rather compliment it with additional mixed uses proposed at ground floor across masterplan sites. This ranges from commercial/community space, and could also include office, workshop, creative and light industrial where appropriate. This narrative on uses has been strengthened in the final masterplan. Support is noted for residential uses in the town centre, there is a need to increase the number of people living in town to support the vibrancy of the town centre as a mixed use hub for the community. Please see **Response Reference 8 and 22** for more detail on residential density in the town centre and the masterplan vision. Bringing back into use vacant buildings is an important part of increasing residential density in town centres in a sustainable way, this can be by repurposing current non-residential properties, whilst also improving existing neighbourhoods. This is supported by masterplan Strategies Evolve and Adapt, Land Uses for Local Needs and Harness History and Culture.	**146.**

	Sometimes you have to go backwards to go forwards. King's Lynn historically thrived as a place centred around community life, housing, markets, green spaces, leisure, and entertainment — not simply large amounts of retail space. I believe the focus should be on creating a sustainable and attractive town centre for the next 20 to 30 years, with quality housing, parks, public spaces, entertainment, independent businesses, cafés, and smaller convenience shops that naturally support the local community, rather than relying too heavily on large-scale retail expansion.		
147.	"A car park on the rough track Overtons Lane, next to Hardings Way is not suitable. It is not close enough for a short walk to the town, like Boal Quay Car Park; buses into town are only every half hour (when they are not stuck in congestion) and there is no close bus stop. Not convenient for work or town centre shopping. But, if such a Car Park were used, the turning off of multiple cars would increase slowing, stopping and turning onto Wisbech Road Corridor of Movement, before the Southgates. Increasing congestion in South Lynn.	Please see **Response Reference 58 and 125** regarding Land North of Wisbech Road. Please see **Response Reference 6, 15 and 29** regarding the approach to parking in the masterplan. This includes informal Park & Ride at the Enterprise Park and the potential at Land North of Wisbech Road. The final document expands on the Travel Hub at King's Lynn Enterprise Park as an informal Park & Ride as well as make clear the opportunity at Land North of Wisbech Road for an informal Park & Ride offer, this could be achieved with new bus stops adjacent to the identified site and proposed parking. All would be subject to further consultation including with Norfolk County Council Highways and Public Transport Team as well as bus operators.	**147.**

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	The two Borough Hardings Way sites east of Hardings Way Bus Lane, should be for Nature Recovery, community amenity, a MUGA for South Lynn and the Friars, and Mini Forest next to the coach works which is too noisy to locate homes next to it. Hardings Way and Hardings Pits have been an extremely sensitive location for the community and must be respected. The fight against the incinerator, no doctors in its health hub, you see what more deprived areas like South Lynn are up against. "		
635 **148.**	"Dear Planning Team and Local Councillors, Please accept this formal submission for the King's Lynn 20-Year Regeneration Masterplan consultation before tomorrow's closing deadline. As a local resident, I strongly support the principle of town center regeneration and the proposed riverfront housing allocations at Nelson Quay. However, the town's current main arterial routes are entirely inadequate to sustain this growth. I have attached an extensive photographic catalog and targeted satellite mapping of the Gladstone Road and Harding's Pits area to demonstrate a critical, day-to-day infrastructure failure that must be addressed in the final strategy.	Comments noted. Where possible the masterplan has reviewed these detailed comments. However, it is not currently proposed to relocate Whitefriars Academy, and it is not within the scope of the masterplan to further review or consider this. In addition, whilst Harding's Pits is a large open space, the Harding's Pits Door Step Green is a key community amenity and is designated as a Village Green. This is a legal designation protecting land from development. Comments noted regarding opening up connections between streets around the Friars area. This is not currently proposed and would require independent assessment by the Transport and Highway Authority at Norfolk County Council. In addition, the masterplan does not propose to open up Harding's Way to through traffic at this time, consultation with the Highways Authority shows that evidence suggests that opening up this route would not recue traffic congestion on the wider network. Active travel connections between the Boal Quay and Southgates Regeneration Area opportunity sites are	**148.**

636	1. The Immediate Crisis: Gladstone Road Safety & Access Failure A Historic Planning Mistake: Whitefriars Primary Academy was built on what was originally council-owned allotments and the neighborhood's dedicated green open space. Squeezing a school into a dense residential grid without purpose-built arterial access created a permanent bottleneck. Proof of Permanent Structural Failure: Crucially, the attached photographic evidence was captured at 16:30 when the school was entirely closed and residents were still away at work. Despite this, the road is already choked to a single hazardous lane and footpaths are completely blocked by mounted vehicles. When the school is active, the area becomes an absolute hazard. The Emergency Services Profile: It is now a routine occurrence that major national delivery fleets (such as Asda and Waitrose) actively refuse to service Gladstone Road during peak hours. Because delivery vans share the exact physical profile as standard emergency vehicles, this proves that ambulances and fire engines face the exact same life-threatening transit delays. The Blind Junction Danger: When navigating the Southgate Street junction onto London Road, the historic building footprint completely cuts off the line of sight. Residents are frequently forced to pull out or attempt to reverse back out blindly onto one of the busiest, highest-volume roads in King's Lynn.	important and will be further developed as designs progress beyond the masterplan. This could include consideration for connections into the Friars. It is not currently proposed to consider a Park & Ride to the south of the A47 at the Adrian Flux Arena. However, there would be informal Park & Ride options at the King's Lynn Enterprise Park on Nar Ouse Way and the potential at the opportunity site at Land North of Wisbech Road. In addition, the masterplan seeks to support the ferry with additional parking at West Lynn to reinforce the ferry as a key part of the public transport network offering a park and sail service. It is not currently proposed to include a pedestrian bridge within the masterplan from West Lynn. There would be significant infrastructure costs which immediately make the scheme difficult to deliver. In addition, any bridge would need to provide clearance for boat traffic including fishing vessels and the larger vessels using The Port of King's Lynn (ABP) due to the potential for large boats to be caught in the tide. This would necessitate a very tall structure that would be difficult to deliver and would also raise many design issues including impact on views and the sensitive historic environment both in West Lynn and the King's Lynn Riverfront and wider Conservation Area.	

637	2. Proposed Strategic Solution: The Education & Housing Land Swap As demonstrated by the attached satellite maps, the council has a major opportunity to implement a strategic land swap that resolves multiple spatial crises at once: Relocate Whitefriars School: Satellite imagery confirms that Whitefriars Academy sits on a massive footprint of land that is far larger than its actual building infrastructure requires. The school should be relocated closer to Southgate School and its adjacent established community amenities, where infrastructure is purpose-built to handle school traffic safely. Create Whitefriars Community Park: The current sprawling school field should be converted back into a dedicated, flat public park for King's Lynn. This returns the land to its proper historical community use, gives local families a safe area to play, and alleviates the daily traffic burden on Gladstone Road. Reallocate Housing to the Harding's Pits Area: Satellite maps show that Harding's Pits is prime, under-utilized land for construction that sits directly adjacent to Hardings Way. Rather than squeezing housing into the old town core, high-density residential development should be focused here. Highways engineers can easily connect this new housing directly to the existing bus/transit road		

638	(Hardings Way), allowing seamless traffic flow that completely bypasses the tight historic street grids. Strict Resident Permit Parking Zone: Once the school is relocated, the remaining Gladstone Road, Southgate Street, and Whitefriars Walk neighborhood should be designated as a strict Resident Permit Parking Zone. This will eliminate external town-center commuters using our streets for free parking, ensure residents can park safely outside their own homes, and generate reliable revenue for the council. 3. Localized Routing Solutions To safely clear the existing neighborhood trap while long-term plans are implemented, the council should open up the following restricted paths: Open All Saints Street: Open All Saints Street to managed or one-way resident traffic to provide a direct, low-congestion route straight into the town center core. Connect Whitefriars Walk to Bridge Street: Establish a physical traffic connection linking Whitefriars Walk through to Bridge Street, giving residents a safe southern exit route that completely bypasses the blind Southgate Street junction. 4. Adrian Flux Arena Park & Ride & Ring-Fenced Revenue To break the town's wider arterial gridlock, Harding's Way must be converted to a one-way		

639	general traffic route. To fully mitigate pedestrian safety concerns, the council must construct a dedicated pedestrian/cycle footbridge or underpass connecting the Gladstone Road area to the elevated sea defense before the road opens to cars. Furthermore, the council should establish a strategic Park & Ride scheme in collaboration with the Adrian Flux Arena to capture inbound commuters off major external corridors before they hit the town center bottlenecks. Revenue generated from town center parking fee increases and the new Gladstone Road resident parking permits should be strictly ring-fenced to fund the landscaping and maintenance of the new Whitefriars Park and remaining community orchards. 5. The Ultimate Vision: The West Lynn Pedestrian Bridge Finally, the long-term masterplan must include a permanent pedestrian and cycle-only bridge crossing the River Great Ouse between King's Lynn and West Lynn. This removes reliance on an unreliable ferry, replaces a dangerous vehicle detour via the Pullover Roundabout, and establishes a flat 5-to-10-minute cycle commute linking West Lynn directly to a booming, regenerated town center economy.		

	I request that these real-world observations, strategic land-use proposals, and the accompanying photographic evidence are formally reviewed by the planning inspectors and highways engineers.		

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KING'S LYNN MASTERPLAN

External Consultee Responses

External Consultee Responses Summary 2

PUBLIC CONSULTATION 1

Historic England 3
5 March 2026

Natural England 8
9 January 2026

PUBLIC CONSULTATION 2

King's Lynn Civic Society 10
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Historic England 18
15 June 2026

Lead Local Flood Authority 36
28 May 2026

NHS NSICB 38
12 June 2026

Borough Council of
King's Lynn &
West Norfolk

External Consultee Responses

Statutory consultees and local stakeholder organisations have submitted detailed responses to the draft masterplan alongside stakeholder engagement workshops.

This includes;

CONSULTEE	RESPONSE SUMMARY
Historic England	We welcome the development of a heritage-led masterplan which not only seeks to protect and enhance its built form but also actively seeks to repurpose underused historic buildings. Alongside public realm enhancements along the Riverfront, improved connectivity, and considered approaches to wayfinding and permeability including Rail to River, the Masterplan provides an opportunity to deliver positive outcomes for the historic environment, residents and visitors.' Detailed site specific comments on opportunity sites also provided.
Natural England	'..continues to support the overall direction of the Masterplan. We particularly welcome the continued commitment to Strategy 4: Harness Natural Assets, including the emphasis on green and blue infrastructure, nature-based solutions and improved connections with the riverfront'
Norfolk County Council	Officers at Norfolk County Council (NCC) have a strong collaborative working relationship with the Borough Council of King's Lynn and West Norfolk on transport matters. Together we have produced the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) adopted by both councils in 2022. More recently we have worked in partnership to produce the new King's Lynn Transport Strategy (KLTS) which was also adopted by both councils in spring 2026. Working collaboratively, NCC officers have been involved in the development of the King's Lynn Masterplan. The document sets out a strong vision for enhancing the town by making better use of underutilised areas to make it a more attractive place to live, work and visit. Many of the ambitions will rely on changes to the transport network and car parking provision. On this aspect the transport elements of the King's Lynn Masterplan align with the KLTS.
King's Lynn Civic Society	'King's Lynn Civic Society have supported this masterplanning process, have attended various events throughout the programme since 2025, and have previously submitted a number of contributions. We think it is an important document to prepare and that the team appear to have worked hard to involve the community and integrate local thoughts and ideas into the proposals. We think the presentation of the final draft document is good and generally sets out ideas and aspirations well.' Site specific comments also provided.
Environment Agency	Recommendation for strategic level flood risk modelling alongside the new local plan. Identified site specific maintenance/upgrade work required.
Norfolk & Suffolk Integrated Care Board	'The ICB supports the principle of regeneration areas, mixed-use development and housing, where these are planned alongside the health and care infrastructure needed to serve both the existing and future demand from communities. Early engagement with the ICB will be important to ensure health infrastructure requirements are considered at the same time as transport improvements, public realm investment and funding opportunities. Norfolk and Suffolk Integrated care Board (NSICB) supports the overall ambitions of the Masterplan, particularly where this improves housing quality, active travel, green infrastructure and access to community facilities including healthcare. NSICB would like to request early and ongoing engagement as site proposals, delivery phasing and funding mechanisms are developed. This will ensure health infrastructure requirements can be considered alongside housing growth.'
Lead Local Flood Authority	The LLFA notes that some of the developments are proposed are within areas of flood risk. Some of these development sites are "more vulnerable uses", such as the residential developments. The Masterplan also acknowledges that in the future the whole study area will be at risk of flooding. It is not clear to the LLFA whether the sequential tests and exception test have been applied and how these have been passed. It is possible that some of the proposed housing sites may not be suitable for new housing and an alternative plan should be considered and held in reserve. Request for further site specific information and study work at next stages of site feasibility.

Historic England

Our ref: KL Masterplan
Your ref:
Date: 05/03/2026

By e-mail to:
[redacted]
Regeneration Programmes Officer
Borough Council King's Lynn and West Norfolk

Direct Dial: [redacted]
Mobile: [redacted]

Dear [redacted],

Ref: King's Lynn Masterplan – Initial Comments

Firstly, apologies for the delay in getting these requested initial high-level comments to you. Thank you for bearing with us but hopefully these will supplement verbal comments Jana and I have made during meetings including those held in January.

These comments are informed by the following documents:

KLM Riverfront, Landscape and Public Realm presentation 21/01/26
Mikhail Riches Boal Quay presentation 16.12.25
KLM Presentation 16.12.25
High Level Public Consultation Boards

General comments

- We are pleased to have been engaged at an early stage of the Masterplanning process and welcome the principles of the plan which builds on work undertaken between BCKLWN and Historic England during the HAZ including the Unlocking Brownfield report commissioned in 2018.

- The vision and concept shared to date sets out an ambitious vision for development within King's Lynn alongside vital public realm enhancements along the Riverfront, improved connectivity, and approaches to wayfinding and permeability including Rail to River, which can help restitch the town and unlock huge potential for positive outcomes for the historic environment and residents and visitors.

- We are supportive of the principles set out in the consultation boards are pleased to see heritage features throughout the King's Lynn 'Grand Vision'.

- We consider it important that all six Strategies aim to either adopt a heritage-led approach or consider the historic environment an opportunity rather than a constraint.

We would at this stage say we note that much of the emphasis of our engagement has been around key opportunity sites, but as previously discussed, unlocking King's Lynn's potential

requires a holistic approach, and as such, we look forward to discussing how our advice can add value to other strands of the Masterplan strategies.

Riverfront
In principle we welcome proposals which would activate the Riverfront as an asset offering opportunities for economic regeneration, increased community use, and celebrating heritage including the historic lanes.

- We welcome proposals which increase greening (as appropriate both in terms of species suitability for such a location, and planting depths).
- We support the concept shown on p.24 which gives significance to the historic lanes and the role they should play in wayfinding and framing key views.
- We support opportunities to increase pedestrian and cycling routes and provision to provide a safer, accessible space to be enjoyed by more than car users.
- In terms of design layouts at 2.6, future consideration will need to be given to design and materiality to ensure deliver of a high-quality scheme. From the concepts provided within the presentation, we welcome those options which seek to narrow the road and provide a more welcoming public realm.
- We are pleased to see a bold vision set out in the Transport section. As with many elements of the Masterplan, we would expect to have further comments to make as more detail designs come forward.
- In principle, we support proposals for King's Staithe to encourage a community space which complements existing commercial opportunities to increasing outdoor dining.
- Consideration would be needed as to how this space would look in autumn/winter to avoid it looking uninviting.
- In terms of greening and planting, there would be merit in sharing the developed this vision with our Landscape Architect as proposals progress.
- Materiality of seating/stage choice will be particularly important in relation to exposure to elements and flood risk.
- We welcome the approach to Devil's Alley to create a simple public, green space which would enhance an area of land which currently has a negative impact within the Conservation Area.
- We also welcome the early engagement of the local community in the drawing up of these proposals.

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- With regard to potential ‘commercial opportunities’ at the entrance to Devil’s Alley, our initial view would be a) the design of any structure is not visually intrusive b) it responds to surrounding context and c) it complements rather than competes with other nearby offers.

- Ensure that materiality responds appropriately to the Conservation Area and character of the area.

- Ensure any lighting strategy avoids introducing overly tall structures which either dominate the area or impact on the setting of heritage assets (either through height or excess spill/light pollution).

- The devil will be in the detail, and we would be happy to provide further advice on this element of the Riverfront strategy alongside your Conservation Officer to ensure any design mitigates potential harm to the setting of heritage assets and succeeds in enhancing the conservation area.

Church Street
We welcome proposals to redevelop the Church Street carpark which at present is depressingly large expanse of grey in the historic core of King’s Lynn.

Re-development of this site offers an exciting opportunity to restitch the town and reintroduce lost urban grain, and we are pleased to see this acknowledged in the presentation and preferred option.

As we have previously noted in earlier consultations, this site is in a significant and sensitive location, and we reiterate the importance of high-quality design which responds to context and setting of heritage assets.

- We understand the existing challenge of the site and lease conditions. If redevelopment is not possible in the medium term, we would welcome any opportunity to improve the surface and appearance of the car park to visitors.

- Reference to historic maps would be useful to help understand historic layout and roof typography.

- We note some buildings are four storeys. Our initial view would be 3-3.5 storeys would be appropriate. Any taller will require robust justification.

- We are pleased the concept plans have opted for a Townhouse style and active frontages which would create a sense of human scale enclosure, which could enhance how the Minster is experienced.

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- Of the Roofscape options, Option 1 responds better to surrounding, predominantly pitched roofs. We would like to see to some variety to break up the roofline to complement the existing townscape.

- Option 2 offers more variety and rhythm, however, the 'blockier' massing of the 3- 4 storey building on the corner closest the Minster jars with the rhythm along Church Street.

- There is opportunity on this site for buildings to step up or create high quality corner buildings/landmarks, however, these should avoid massing which conflicts with the aims of restitching the townscape.

- It would be helpful to see elevations of the two options.

Boal Quay
Similar to Church Street, the Boal Quay site is one we have previously offered advice on, and we are pleased to do so again.

- We again welcome that the surrounding historic environment has informed building lines and site layout.

- The creation of a wetland/community space is a positive both in terms of placemaking and connecting outer King's Lynn with the historic core.

- We would echo comments made at the November stakeholder engagement sessions that the success of this scheme both in placemaking terms and community buy-in will be in high-quality design which responds positively to the landscape, river, historic environment, and long views of South Quay.

- We are pleased to see that the Site Options 2A and 2B in the presentation allow glimpsed views of the commanding Minster.

- Both these options also offer a greater sense of connectivity and movement from landscape to townscape.

- These options create more smaller permeable development which responds well to the marshland and informal arrangement of existing townscape.

- The gable end on approach – informed by existing townscape is positive but high-quality detailing (fenestration, brickwork, decorative detail or even artwork reminiscent of ghost signs) would be important to ensure these strong features do not become overly domineering.

- A wayfinding strategy for this site would be encouraged for visitors to understand how the community wetland leads to the Riverfront and then the historic core.

- There are positives in creating a stronger building line along Hardings Way which could flow and lead towards either the Riverfront or town centre. However, from the images in the presentation we would have concerns about the scale and massing due to the block nature of illustrations, potential contrast with other development, and proximity to the Grade II* Greenland Fisheries.

- As with Church Street, it would be helpful to see elevations and further detailed designs when they become available.

Summary
We welcome the ongoing engagement on the Masterplan and are supportive of the aims and vision, which we are pleased to see proactively considers how the historic environment can shape place and contribute to growth.

We welcome the principles of the Riverfront strategy but anticipate providing more detailed advice as these develop, especially in relation to greening, planting strategies, lighting and materials.

In relation to the strategically important development sites at Church Street and Boal Quay, we are supportive of the principles but have – unsurprisingly – made some comments about the design, detailing, height, scale and massing, which we would be happy to pick up with you at a future meeting.

We welcome and encourage continued engagement with ourselves as the draft Masterplan develops. However, as proposals progress for site specific development, further detailed advice will likely fall under our Enhanced Advisory Service.

We hope you find these comments helpful. Please do not hesitate to drop us a line if you would like to discuss further.

Kind regards,

[redacted]
Historic Places Adviser, East of England
[redacted]

cc [redacted], Team Leader, Development Advice
[redacted], Inspector of Historic Buildings and Areas

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Date: 09 January 2025
Our ref: 535696

[redacted]

BY EMAIL ONLY

Customer Services
Hornbeam House
Crewe Business Park
Electra Way
Crewe
Cheshire
CW1 6GJ

T 0300 060 3900

Dear [redacted]

King's Lynn Masterplan

Thank you for your email highlighting the public consultation of the King's Lynn Masterplan, dated 03 December 2025 which was received by Natural England on the same date.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

Natural England's Advice

Natural England welcomes the opportunity to comment on the emerging King's Lynn Masterplan. While we note that this is not a statutory consultation, we appreciate the invitation to contribute at an early stage, particularly given the alignment with Natural England's ambitions around Building Better Places, Improving Health and Wellbeing, and supporting the delivery of multifunctional green and blue infrastructure.

We strongly recommend that all green and blue infrastructure within the Masterplan is designed and delivered in accordance with Natural England's Green Infrastructure Framework (GIF), which sets out standards for accessible, high-quality, biodiverse, climate-resilient green spaces that support nature recovery, active travel, health and wellbeing, and environmental sustainability. Applying the GIF will help ensure that green infrastructure is planned strategically, functions effectively at town-wide scale, and connects seamlessly into the wider landscape.

We have reviewed the consultation boards and provide the following comments:

1. **Masterplan Strategies – Harnessing Natural Assets**
   Natural England supports the overall direction set out in the six Masterplan Strategies, and in particular the commitment to *"Harnessing Natural Assets"* by celebrating and enhancing King's Lynn's riverfront, green spaces and wider green infrastructure. We strongly welcome the ambition to ensure a high-quality environment for both existing and future users.
2. **Green Corridors and Connectivity to the Wider Landscape**
   The Masterplan's intention to deliver a series of *new and/or enhanced green corridors* through the town is positive and supported. However, the diagrams provided do not clearly illustrate how these corridors will connect to the wider landscape beyond the urban area. Strengthening these links—visually and functionally—would help support ecological connectivity, active travel, and wider nature recovery opportunities.
3. **Nature-Based Solutions and Water Management**
   We welcome the proposal for some of the green spaces to contribute to flood prevention and surface water management, including their potential role as water storage areas during high-water events. Embedding nature-based solutions into the Masterplan aligns strongly with national best practice. Natural England encourages further exploration of additional

Sustainable Urban Drainage System features such as rain gardens, bioretention planting, and other forms of sustainable urban drainage within streets and public realm design.

4. **Naturalistic Green Spaces and Opportunities for Biodiversity Enhancement**
   We particularly welcome the proposed naturalistic approach for Boal Quay Ecological Park and the inclusion of a nature reserve within the proposals for West Lynn. As noted in the Norfolk Local Nature Recovery Strategy, the southern part of the West Lynn area presents a valuable opportunity for creating *open mosaic habitats on previously developed land*. Delivery of this habitat type would contribute meaningfully to local and national nature recovery targets.
5. **Incorporating Green Roofs and Green Walls**
   Natural England recommends that the design principles under the "Harnessing Natural Assets" strategy explicitly reference the integration of green roofs, green walls, and other forms of vertical greening. These features can help improve urban biodiversity, moderate temperature, improve air quality, and enhance townscape character.
6. **Protection and Enhancement of Key Views**
   We support the Masterplan's recognition of the importance of protecting and enhancing key historic and landscape views. Early identification of strategic viewpoints is beneficial and should remain central to shaping building heights, massing and public realm design.
7. **Making More of the River**
   The focus on activating the riverfront through improved public spaces, enhanced viewpoints and increased leisure opportunities is strongly welcomed. The River Great Ouse and its environs are a defining natural and cultural asset for King's Lynn, and the proposed approach represents a positive and sensitive way to celebrate this unique setting.

If you have any queries relating to the advice in this letter please contact me using the details below.

Yours sincerely

[redacted]
Sustainable Development – Norfolk and Suffolk
[redacted]

KING'S LYNN CIVIC SOCIETY
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[redacted]

08/06/2026

King's Lynn Masterplan Team
BCKLWN
King's Court
PE30 1EX.

Dear [redacted]

King's Lynn Masterplan (Draft Final)
Consultation May–June 2026

We write to provide a written response to the consultation on the draft King's Lynn Masterplan, which we understand will shortly be finalised with a view to it being adopted by BCKLWN later this summer.

King's Lynn Civic Society was founded 79 years ago to protect our town's rich heritage and to influence the way our town evolves to meet challenges and change. We always want the best for King's Lynn and to protect and integrate our historic assets, whilst supporting appropriate innovation and high-quality development and regeneration.

We understand that the Masterplan aims to pull together current projects and previous plans, and to present a cohesive vision for enhancement and development of the town in coming decades. We all assume that local government reorganisation will shortly replace BCKLWN and NCC with a West Norfolk Unitary Authority, and that a new Norfolk/Suffolk combined authority may give a new regional mayor significant decision-making powers and funding opportunities for the region. Therefore, we recognise that this is a very important time to set-out regeneration and growth plans for King's Lynn.

General Comments

Kings Lynn Civic Society have supported this masterplanning process, have attended various events throughout the programme since 2025, and have previously submitted a number of contributions. We think it is an important document to prepare and that the team appear to have worked hard to involve the community and integrate local thoughts and ideas into the proposals.

We think the presentation of the final draft document is good and generally sets out ideas and aspirations well. The online presentation of the masterplan is particularly useful, being clear, well written and setting out the objectives and proposals somewhat more succinctly than the main Masterplan document itself.

Masterplan Boundary

One could argue that the boundary is slightly inconsistent in places. It extends over most of the St Margarets and St Nicholas ward, but cuts out a part of it in the east.

There is a compelling case to include the Hardwick Cemetery in the study area, as it certainly has a historic and contemporary 'town centre' use. It is an important green space. One could also argue that Extons Road/Holcombe Avenue and everything west of the railway line in that area should therefore also be included.

It is less clear cut as to why areas south of Harding's Pits (South Lynn) or the area north of Ferry Square (West Lynn) have been included.

Vision

The overall Vision Statement seems adequate and appropriate.

The only thing we might suggest adding is that the time period might be set out as *over the next 20 years* ***and beyond***. We know that, in reality, 20 years is not a long time. The Urban Development Strategy (UDS), which might be considered the precursor to this Masterplan, is now 20 years old – and not too much of it has yet been achieved.

Strategic Objectives

We broadly support all six 'Strategy (surely *Strategic*?) Objectives' – with some concerns/provisions as follow:

1. ***Evolve and Adapt:*** We are not clear why the 'Evolve and Adapt' objective has short-, medium- and long-term objectives, but the other objectives don't. Also, the definition of 'short', 'medium' and 'long' term is not given here (it is later). We think timescale needs to be defined here if projects are going to be divided into these categories.

   SHORT TERM
   Use quick wins to improve streets and public spaces:
   - Yes, to Devil's Alley garden.
   - Not sure what cycling and pedestrian improvements can be achieved at South Gate in the short term. But in principle we support this objective.
   - Yes to the STARS gyratory project (and related cycle access improvements connecting to it).

- Not clear what 'shop front improvements' are (unless you mean the Shop Front Design Guide – which we support and is long overdue, but will be an organic process over many years …?).

Support temporary, flexible and meanwhile uses

- Not entirely clear what this means and think, realistically, any major progress at Sommerfeld and Thomas is 'medium term'.

Introduce low-cost interventions that test future, long-term ideas and improvements

- Yes – we support these 'trials' (although not clear how that can work until the port land and land north of Wisbech Road is secured and cleared – so that sounds like medium-term). We think the most important short-term trial is to get traffic off of South Quay. Closing the Church Street car park with a view to its redevelopment and encouraging maximum use of the multi-storey car park also seems possible.

Improve the accessibility and legibility of key routes (e.g. Rail-to-River)

- Baxter's Plain should be short term with the STARS funding (?). We supported the Graham Massie 'key routes' initiative, but have been heartily disappointed with the Rail-to-River work. These routes need appropriate investment and this is probably a medium-term project.

Prepare sites for future development

- We support renewing the pool but not moving it to Lynnsport. It is probably not a short-term project?
- Prepare Church St for redevelopment.

Develop business cases, funding routes, partnerships and land assembly

- We would support developing a design/budget/programme to create the green space at Boal Quay which we think could then be a short-term project.
- Developing clear plans for the land north of Wisbech Road and at West Lynn also seems possible.
- Lean on the developer at the old Post Office to get that started – also a 'short-term' project?
- Reopening Custom House and the Guildhall should be listed as short-term projects?
- Developing clear plans for the Conservancy Board Building ('old baths') and 33–39 St James Street (*Kwik Fit* building) should also be 'short-term'?

MEDIUM TERM

Rework existing buildings with minimal intervention

- Yes – we support getting Debenhams back into use as a short-to-medium term project.

Retain heritage character while enabling new uses:

- We would support Sommerfeld and Thomas and the Silo Site being redeveloped in the medium term - if this is possible.

Reinforce active ground floors and diverse uses:

- See above about Debenhams and the Post Office.

Enhance key public spaces (riverfront, squares, High Street)

- Devil's Alley and Baxter's Plain should be short-term. We have noted the potential to get the Boal Quay green space started. The others might be medium-to-long term?

Other Medium Term

- We think it should be a short- to medium-term goal to deliver redevelopment of Church Street.
- It should be a medium-term goal to commence the West Lynn and Port Land redevelopments as well as South Gate, even if it is a phased process.
- Have Conservancy Board building back in use.

LONG TERM

Enable phased growth aligned with infrastructure improvements

- Agree – completing the transport infrastructure transition is essential – but it will be phased and can start now.

Deliver major mixed-use, cultural and leisure destinations:

- Agree – deliver mixed use development at key sites – but it can be phased as long the overall objectives for the end product are in place.

2. ***Land Uses and Local Needs:*** We support in principle all of these ideas – but surely they also need short-, medium- and long-term projects to be fully identified?

3. ***Harness History and Culture:*** We again support in principle all of these ideas – but think they should simply be integrated into the planning and design process for individual projects?

4. ***Harness Natural Assets:*** We support this in principle. Devil's Alley and Baxter's Plain should be identified as the short-term enhancement projects and the Boal Quay green space should be shown as short to medium term.

   There is some key green space which is in the study area but not shown on the plan (e.g. Harding's Pits). We are not clear why car parks are shown 'green' (especially if they are going to be multi-storey).

5. ***Transport and Access:*** This is so important and we feel should, to a great extent, be leading/shaping the approach to individual regeneration opportunities (and programming). Short-, medium- and long-term projects should be clearly identified.

Whilst we think multi-storey car parks are part of the answer, we think that simply reducing the need/desire to travel into town in a car should be the more important goal. 20% households don't have a car and this is likely to rise, and sustainable alternatives would encourage that shift. In larger urban centres 30–40% of households don't own a car. Even with a rural hinterland, providing alternatives to car ownership will reduce traffic and parking issues.

MSCPs are expensive. They can also produce 'dead zones' in an urban area. If we are going to have them, we think they would ideally be integrated into mixed-use development? (Undercroft parking might also assist flood resilience in new buildings?)

6. ***Built Form and Public Realm:*** We support this objective in principle – especially the development of pocket parks and 'micro-destinations'. We consider this very important in higher density development – especially in relation to having sheltered sitting areas with natural sunlight within residential development.

   What we don't support is the type of higher density development that is actually being delivered most regularly in the town centre at present – pokey small flats with no outside space … and HMOs.

   Regarding high quality public realm, we continue to support production of a clear design guide with an agreed palette of materials (which would make subsequent management and maintenance much easier).

   Public realm and green space delivery must come with fully costed and resourced management plans. There is no point in planting new trees if they are going to die…

Illustrative Masterplan

We understand that the 'quantum of development' has been calculated by estimating the potential of each of the 24 (26?) sites identified. We perhaps expected to see a higher number of new homes.

We have the following comments on the 24 sites identified:

King's Staithe Square: We see this as an important established public realm space that has often been used successfully for events. In this respect we do not see it as high priority to alter. We are also somewhat sceptical of the soft landscape elements in this plan and wonder how practical it is (underground constraints / occasional tidal flooding) and whether it would actually make the space less flexible for use. Nevertheless, we would be interested in reviewing more detailed proposals.

South Quay: Although our committee and others are divided about the soft landscape elements along the quay, we do agree that it could be useful to provide shelter, spatial definition and amenity benefits here. A more coordinated, high-quality approach to public realm design could/should replace the setting outside Marriotts (which we regard as an eyesore). Tidal flooding would need to be factored in to detailed design. Removal of car parking would be generally welcomed. (Trial removals should be started asap.) More river (boat) activities should be encouraged.

Devil's Alley: We support development of this garden idea and think it should be seen as a short-term 'quick win'. We think it could be combined with the idea of the Hansa wooden crane tower that has recently been promoted (and could provide the 'opportunity for commercial'?). We still have some reservations about the long-term strength of the Mill Fleet revetment and think that should be properly investigated prior to any work commencing.

Sommerfeld and Thomas: We strongly support redevelopment of this site and think it is essential for successful regeneration of the South Quay in general. Finding the right end user is paramount. We would like to think the project is short term but wonder how realistic that timescale is.

Boal Quay: In principle KLCS support a mixed-use redevelopment of this site. We think the large flat roof blocks in the artist's impressions for this area look austere and in fact we think tend to demonstrate that they would not be suitable for this setting. A more thoughtful variety of pitched rooftops would be much more sympathetic to the rest of the waterfront and the Friars Conservation Area. A couple of the illustrated blocks may in fact be multistorey car parks, and again we think if this is the case, buildings would be better designed as 'mixed-use', with undercroft parking. Vehicular access should not compromise the bus lane and pedestrian/cycle routes.

This area has received many previous proposals. In recent years there has been strong consensus that the former Nar Loop and its quay front will be retained as a 'wetland public open space'. We therefore think that that aspect of the masterplan should be brought forward soon – in the short-to-medium term. It will assist in bringing the area back to public use and will better present the other areas for redevelopment.

Common Staithe Square: We support enhancement of the river front public realm in this area, but would need to review any plans for residential development on its merits when brought forward. Any scheme must not compromise the operational flexibility of the Corn Exchange, which we regard as our premier theatre and concert hall. Repurposing of the Pilots' Office is also key to the success of this area. Loss of parking here and in the TMP must obviously be mitigated by creation of new parking or alternative transport options elsewhere.

St James Swimming Pool: We support development of new leisure facilities and accept that a modernised pool will be required at some point. We are still sceptical of the rapidity with which this proposal has come forward, given that engineers won an award for their energy-efficient new heating system for this facility only 3 years ago, in 2023. We do not support moving the main West Norfolk pool to Lynnsport and we are not convinced that this site will represent prime real estate for residential development. We fear if the relocation and demolition proceeded with haste, the town centre will be left with another long-term derelict site.

Debenhams: We strongly support any plan to get this building back into appropriate town centre use as soon as possible. Plans must respect the best fabric of the building. We are happy with a mixed-use approach, but retaining suitable rear delivery access seems necessary.

Port area and timber yard: Although we have supported redevelopment of this area in the past, we think the plan offered here is sub-optimal. A large area of ground level parking is a poor use of space and will make a poor transition between port and town and we regret that there appears to be no effort to safeguard the railway corridor into the port site. We see reinstatement of a railhead to the port as a significant infrastructural opportunity that will reduce dependence on road freight.

West Lynn: Support. We are pleased to see a mixed-use development approach, including improvements to the ferry infrastructure. Hopefully a medium time frame is achievable.

Land north of Wisbech Road: Support. Enhancement of the Nar corridor needs to be considered in this scheme. We are not opposed to the parking idea as long as it doesn't diminish the overall site design.

Church Street car park redevelopment: Support – but think it should be short to medium term. What is stopping this coming forward? It could encourage optimal use of the existing multi-storey car park. (We also still think it could be partly used as a 'southern' transport interchange for buses off Harding's Way.)

South Gates Regeneration: Support – but don't think a short time frame is achievable (at best medium and phased?). Urban realm design must drive it. We do not want a large road to dominate the centre of the site. The route through the gate should be retained as a primary cycle/pedestrian route (perhaps also available for other ceremonial use).

Former Post Office: Anything that can be done to push the developer forward on this landmark regeneration project would be supported. Delivery of the Baxter's Plain enhancement may help. However, when the scheme was granted, we did not support the large ground-floor pub proposal – and think that that outcome would actually undermine the whole scheme. We think a mixture of community amenities on the ground floor would do much more to support a new residential community in this area.

Inner Purfleet: We have seen previous plans for this which seemed overly complicated and expensive, but enhancing the small areas next to it would be welcomed.

Pilots' Office: We strongly support repurposing the baths side of this building asap if the Conservancy Board can be relocated.

Hillington Square: We will review plans when they are made available.

Former Carnegie Library: We will review plans when they are made available.

Chapel Street Car Park: We would review plans when they are made available – but it is one car park that may be worth retaining given the neighbouring buildings.

Austin Street Car Park: We would wish to see the plans for this to understand the cycle lane proposal. It has been the coach park for the town but increasingly now seems to be requisitioned by Post Office staff (?).

Baker Lane Car Park: We will review plans when they are made available – but it is another car park that may be worth retaining.

Old Market Street: We will review plans when they are made available.

Tuesday Market Place: An iconic space and we would support removing parking from it in principle. We would need to see any plans for public realm works and would be very interested in being included in a design development team if funding materialised.

Saturday Market Place: As for TMP above.

Juniper Austin and Albert Street Car Parks: We think there is a compelling case for mixed use development on this site and feel it should be considered a medium-term project.

St James Street (Kwik Fit): We would strongly support bringing this building back to use and think if there is any chance of the LPA bringing it forward it should be considered a short to medium term project – not long term.

In summary, King's Lynn Civic Society support the King's Lynn Masterplan and thank the project team for their work in developing this guide to regeneration aspirations in the town.

Kind regards

[redacted]

Chairman

Historic England

By e-mail to:
[redacted]
Regeneration Programmes Officer
Borough Council King's Lynn and West Norfolk

Our ref: PL00801955
Your ref:
Date: 15/06/2026

Direct Dial: [redacted]
Mobile: [redacted]

Dear [redacted],

King's Lynn Masterplan

Thank you for inviting Historic England to comment on the King's Lynn Masterplan.

We welcome the production of this Masterplan and are pleased to have been engaged during the early stages of the Plan's development. We welcome its principles which build on work undertaken between BCKLWN and Historic England during the Heritage Action Zone, including the Unlocking Brownfield report commissioned in 2018.

Importantly, the Masterplan establishes a positive strategy for the conservation and enjoyment of the historic environment which can continue to guide regeneration and place-making beyond the transition to the new local authority arrangements.

Strategic Comments
We are pleased to see that the Masterplan has been informed by a broad evidence base, including a number of studies, strategies and projects with a strong heritage focus, many of which Historic England has previously supported. This document translates these shared ambitions into a coherent framework for future investment and delivery, whilst demonstrating a clear understanding of King's Lynn's historic environment and the important role it can play in supporting regeneration, growth and place-making objectives.

Importantly, the Masterplan provides an opportunity to establish a positive and enduring strategy for the conservation, enhancement and sustainable use of King's Lynn's historic environment which can continue to guide investment and regeneration over the long term and ensure that growth, regeneration and environmental improvements are informed by an understanding of local character and heritage significance.

We note that the Masterplan has continued to evolve since our previous engagement, with a number of additional sites and opportunity areas now incorporated within the overall vision. Whilst we have sought to provide detailed comments where appropriate, the strategic nature of the document and the level of information currently available for some sites inevitably limits the extent to which site-specific advice can be provided at this stage.

In many cases, the principle of development will be acceptable; however, more detailed consideration of matters such as scale, massing, layout, design and impacts on heritage significance will need to be undertaken as proposals progress. For clarity, this letter does not

reflect our obligation to provide further advice on specific proposals where we consider these would have an adverse effect on the historic environment. However, as the Masterplan provides a long-term framework for regeneration and growth, we look forward to continuing to engage with the Council and its partners at the pre-application stage as individual projects and opportunity sites evolve.

Vision
The vision described on p.24 (and reinforced on p.26) is commendable. We welcome the development of a heritage-led masterplan which not only seeks to protect and enhance its built form but also actively seeks to repurpose underused historic buildings. Alongside public realm enhancements along the Riverfront, improved connectivity, and considered approaches to wayfinding and permeability including Rail to River, the Masterplan provides an opportunity to deliver positive outcomes for the historic environment, residents and visitors.

In particular, we welcome that ‘Heritage Assets’ and ‘Built Form and Building Height’ are given prominence in the Spatial Opportunities (p.19), given the vital contribution these make not only to the character of King’s Lynn, its Conservation Area, and sense of place but also the role it should take in informing future design and placemaking.

From Vision to Strategies (p.26): We welcome this diagram, which clearly illustrates the relationship between the Masterplan's overarching vision and the individual strategies through which it will be delivered. Importantly, it demonstrates that the historic environment is not a standalone consideration but a cross-cutting asset which contributes to a wide range of outcomes, including regeneration, culture, public realm, connectivity and environmental quality. This integrated approach should help ensure that individual projects contribute towards a coherent long-term vision for King's Lynn rather than being delivered in isolation.

The Masterplan at a glance (p.3): The summary is currently weighted towards numerical outputs such as housing, employment and investment. Whilst these are important indicators of success, they do not fully capture the Masterplan's wider ambitions in relation to heritage, place quality and the enhancement of King's Lynn's unique character.

Consideration could therefore be given to including reference to the reuse of historic buildings, public realm improvements and other qualitative outcomes which contribute to successful and distinctive places, which should also include community well-being, inclusion and pride in place.

Document Accessibility
The Masterplan document is generally well-structured, clearly presented and easy to navigate. However, given the Masterplan’s role in shaping the future of King’s Lynn, it is important that it remains accessible not only to planning and regeneration professionals, but also to residents, businesses, community groups and other stakeholders.

Consideration should therefore be given to ensuring that technical terminology and specialist concepts are clearly explained where possible. As a minimum, the inclusion of a glossary

would assist the readers in understanding terminology used throughout the document. For example, references to concepts such as ‘landmark buildings’, ‘hubs’, ‘nodes’ and other planning or urban design terminology may not be immediately clear to all audiences.

Improving the accessibility of the document in this way would help support wider engagement with the Masterplan and encourage a broader understanding of its objectives and proposals.

The long-term success of the Masterplan will depend in part upon securing understanding and support from local communities and stakeholders.

Strategy 1: Evolve and Adapt and Strategy 2: Land Uses for Local Needs

We welcome these strategies and the associated guiding principles, particularly those which seek to repurpose underused buildings and bring historic assets back into active and sustainable use. Historic buildings have an important role to play in supporting regeneration, economic vitality and local distinctiveness, and their reuse can help reinforce King’s Lynn’s unique character whilst contributing to wider growth objectives.

We are pleased to see this includes consideration of flexible, meanwhile and temporary uses, alongside long-term redevelopment opportunities. Such approaches can help build confidence, support local enterprise and demonstrate positive change at an early stage, particularly within areas of the High Street where vacancy and underuse currently detract from the town centre experience. In this respect, interventions focused on the southern end of the High Street have the potential to deliver visible benefits for residents, businesses and visitors whilst helping to support long-term regeneration objectives.

In relation to sections 1.2.1 and 1.2.2, we suggest that references to the reworking and retention of heritage character and assets are strengthened through the inclusion of the term ‘sympathetic’, consistent with the approach set out in paragraph 135(c) of the National Planning Policy Framework. This would reinforce the importance of ensuring that adaptation and change respond positively to local character, historic significance and context.

Successful delivery of these ambitions will require a coordinated approach to investment, ownership and partnership working. We would encourage the identification of priority buildings and opportunity sites where intervention could deliver the greatest regenerative impact. We would welcome the opportunity to continue working with the Council in developing appropriate and sustainable solutions for these assets.

Strategy 3: Harness History and Culture

We very much welcome the inclusion of this strategy and are pleased to see that it has been informed by the existing Culture and Heritage Strategy, alongside the emerging Conservation Area Appraisal and Management Plan and Shopfront Design Guide.

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We support the recognition of the historic environment as one of King's Lynn's defining assets and welcome the Masterplan's ambition to place heritage and culture at the heart of the town's future regeneration. Heritage should not be viewed solely as something to be conserved, interpreted or celebrated, but as a key component of King's Lynn's future prosperity, identity and attractiveness. The historic environment contributes significantly to the town's distinctiveness, supports tourism and investment, and provides the character and sense of place that differentiates King's Lynn from competing centres.

We therefore welcome the ambition to celebrate and better reveal King's Lynn's rich heritage, culture and identity. However, the success of this strategy will ultimately depend on ensuring that these principles continue to inform future decision-making as individual projects come forward. The strategy provides an important opportunity to establish a positive and enduring framework for the conservation, enhancement and sustainable use of the historic environment, helping to guide future investment, development and public realm improvements across the town.

3.1.1 – 3.1.3 Signpost and Appreciate Heritage and Townscape
We are pleased to see these objectives included, particularly those which seek not only to improve access to the town's heritage but also to enhance understanding and appreciation of it. We welcome the recognition of King's Lynn's key views, landmark buildings and skyline as important elements of local character that should be celebrated and taken into consideration as the town evolves.

In addition to landmark buildings and principal views, future initiatives should also recognise the contribution made by King's Lynn's historic street pattern, yards, lanes, waterfront spaces, roofscapes and groups of modest historic buildings, all of which contribute significantly to the character and significance of the Conservation Area and the town's distinctive sense of place.

Consideration could also be given, as part of improved wayfinding and connectivity measures, to enhancing King's Lynn's network of historic alleys, lanes and passages. These routes form an important part of the town's historic urban morphology and contribute significantly to its character and legibility. Improvements to surfacing, lighting, interpretation and decluttering could enhance permeability, support Rail to River initiatives, improve accessibility and visitor experience, and reinforce local distinctiveness.

3.2.1-3.2.4 Cultural Vitality and Adaptive Re-use
We are pleased to see that our recent publication *Heritage Works For Creative Businesses* has been included as a resource for future consideration.

We welcome the principles of this section and the ongoing commitment to reactivating historic buildings and utilising heritage assets for local buildings. The benefits of bringing historic buildings and spaces back into active use extend beyond the conservation of historic fabric and can support town centre vitality, business growth, housing delivery, cultural activity and community wellbeing.

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The Masterplan could be further strengthened by identifying priority heritage assets and sites where intervention would deliver the greatest regenerative impact. This would help focus investment, partnership working and delivery efforts over the lifetime of the plan, ensuring that heritage continues to play a central role in the regeneration of King's Lynn.

As with our previous comment, the inclusion of the term 'sympathetic' within section 3.2.2 would be consistent with the approach set out in paragraph 135(c) of the National Planning Policy Framework.

We recommend that, if this has not already been undertaken, engagement is carried out with VisitEngland as part of the development of any heritage marketing and interpretation strategy.

Strategy 4: Harness Natural Assets
We welcome Strategy 4 and the recognition of natural assets as an important component of King's Lynn's future resilience and attractiveness. In King's Lynn, the relationship between the historic town, the river, watercourses, marshland landscape and port activity has been fundamental to the town's development and identity.

We therefore welcome principle 4.1.5, "Apply heritage-sensitive greening to key historic locations", and encourage a broader approach whereby greening, biodiversity enhancement, flood adaptation and sustainable drainage measures are informed by an understanding of historic character and significance.

Particular care should be taken to ensure that landscape interventions conserve important views, skylines, areas of historic openness and the relationship between the town and its waterfront. Well-designed environmental improvements also present opportunities to reveal and interpret aspects of King's Lynn's historic landscape and maritime heritage whilst delivering wider climate resilience and biodiversity benefits.

Strategy 5: Transport and Access
We welcome many of the proposals set out within this strategy and support the recognition that movement, accessibility and public realm are fundamental components of successful place-making. In a historic town such as King's Lynn, transport interventions have the potential not only to improve connectivity but also to enhance the setting, appreciation and long-term conservation of heritage assets through the reduction of traffic dominance, visual clutter and environmental impacts.

We recommend that some of the more technical terms, such as 'bus hublets', are clearly defined to help explain the nature and purpose of the proposals to a wider audience.

We welcome the commitment to phased delivery, with improvements to public transport and active travel infrastructure preceding any significant reduction in central parking provision. This approach will be important to ensuring that changes to movement patterns are supported by appropriate alternatives and can be successfully integrated into the wider transport network.

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We welcome the Masterplan's aim to improve cycling infrastructure in King's Lynn. Increases in cycling and the associated reduction in private vehicle use can have positive effects on the historic environment through reduced noise, congestion, air pollution and visual clutter. Airborne pollutants can contribute to the deterioration of historic buildings and structures, whilst traffic noise and the dominance of vehicles can adversely affect how historic places are experienced and understood.

Improvements to walking, wheeling and cycling infrastructure also present opportunities to improve access to and appreciation of the historic environment. Encouraging people to experience King's Lynn at a more human scale and support greater engagement with its historic streets, waterfront and public spaces.

In line with national policy and guidance on planning and design, active travel interventions should be designed to protect and enhance the historic environment. The success of such interventions will depend not only on their functionality but also on the quality of their integration within the historic environment. Consideration should therefore be given to materials, surfacing, lighting, street furniture and boundary treatments, particularly within the Conservation Area and around designated heritage assets.

Historic England's guidance *Streets for All* and *Transport and the Historic Environment* provides useful principles which could help inform the detailed design of future interventions.

We recommend that the Masterplan explicitly recognises the need for active travel infrastructure to conserve and enhance the historic environment and produces examples of how this can be achieved in practice.

We welcome reference to the provision of Electric Vehicle charging infrastructure across King's Lynn. We recommend that the Masterplan also recognises the importance of high-quality design and public realm considerations in relation to EV charging infrastructure, particularly within conservation areas and in the vicinity of listed buildings, scheduled monuments, registered parks and gardens and their setting.

Consideration should also be given to the development of a coordinated wayfinding strategy which helps residents and visitors navigate between transport hubs, the riverfront, the historic core and key heritage destinations. Such an approach could improve legibility, support sustainable movement and encourage greater appreciation of King's Lynn's historic environment.

Figure 23 on page 37 would benefit from further clarification. Whilst the principal bus route is shown by the thicker turquoise line, it is unclear what the narrow turquoise lines represent. If these are also intended to indicate bus routes or related movement corridors, this should be made clear within the figure and accommodating key.

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Page 38: We welcome the ambition to rationalise parking provision where this can improve the quality of the public realm, enhance the setting of heritage assets and release land for alternative uses in strategically important locations, including Tuesday Market Place and the Minster. The successful implementation of this approach will, however, depend upon ensuring that alternative transport options are delivered in advance and that any relocated parking is carefully integrated within the wider movement strategy for the town.

Strategy 6: Built Form and Public Realm
We welcome the inclusion of a dedicated strategy for Built Form, Public Realm and Wayfinding. The quality of future development and public realm interventions will be fundamental to the success of the Masterplan and its ability to deliver growth whilst conserving and enhancing the character and significance of King's Lynn's historic environment.

As noted elsewhere in this response, we consider that the Masterplan would be strengthened through the preparation of design codes or equivalent design guidance for key opportunity areas and heritage-sensitive locations. In the absence of such guidance, consideration should be given to strengthening this strategy through more explicit reference to urban grain, roofscapes, material palettes, building proportions and other elements which contribute to local character and distinctiveness.

Future development should also have regard to important views, landmark buildings and the distinctive roofscape of King's Lynn, all of which contribute significantly to the character and significance of the Conservation Area and help define the town's identity.

Urban Form
We welcome the emphasis on responding to historic plot patterns and townscape character. In relation to section 6.1.3, we suggest that reference is made not only to historic plot rhythm but also to the urban grain, recognising the important contribution that plot subdivision, building form and the relationship between buildings and streets make to the character of King's Lynn.

We are pleased to see the inclusion of 'human scale design' within section 6.2.1 and suggest that this principle could usefully be embedded more broadly throughout the Urban Form strategy. This will be particularly important in ensuring that new development responds positively to the fine-grained character of the historic town and creates attractive, legible and accessible environments.

Public Realm and Wayfinding
We support the principles set out within section 6.2.3. The success of public realm interventions will depend upon a clear understanding of historic character and significance, the appropriateness of proposed interventions within their specific context, and the need of local communities and users. These considerations should be viewed as complementary and mutually reinforcing.

We would also welcome explicit reference to decluttering as a simple yet often highly effective means of improving the quality and legibility of the public realm, particularly within the

Conservation Area and around designated heritage assets. The removal or rationalisation of unnecessary signage, street furniture and other visual clutter can often enhance appreciation of historic places with relatively limited intervention.

Wayfinding measures should similarly be carefully integrated within the historic environment and designed to reinforce local character whilst improving navigation and accessibility. Consideration should be given to ensuring that wayfinding, interpretation and public realm enhancements form part of a coordinated approach rather than being deliberated as isolated interventions.

Illustrative Masterplan – Indicative drawings and Design Codes
A recurring theme throughout the Masterplan is the importance of high-quality design in delivering successful growth and placemaking outcomes. Whilst the document establishes a clear vision, there remains limited guidance as to how proposals will consistently respond to local character, heritage significance, townscape and landscape context.

We therefore recommend that the Council commits to the preparation of design codes, or equivalent design guidance, for key opportunity areas and heritage-sensitive locations (for example Church Street, Southgate, Boal Quay). This would provide greater certainty for decision-makers, developers and the community regarding appropriate forms of development and would help ensure that future proposals deliver the ambitions of the Masterplan.

Such guidance should address, where appropriate:

- Building heights and massing;
- Plot grain and urban form;
- Roofscape character;
- Material palettes;
- Active frontage requirements;
- Public realm treatments;
- Flood adaptation measures; and
- The protection of important views and heritage assets.

This will be particularly important in riverside locations and areas where substantial change is proposed within or adjacent to the Conservation Area.

Key Opportunity Sites
Since our previous engagement through pre-consultation discussions and earlier consultation stages, we note that a number of additional sites, buildings, public spaces and areas of land have been incorporated into the Masterplan.

Given the strategic nature of the document and the level of information currently available for many of the opportunity sites, our comments are focused on those locations where we are presently able to provide meaningful site-specific advice. The absence of detailed comment on

a particular site should not be interpreted as endorsement of the proposals shown, nor as an indication that Historic England would not wish to provide further advice as proposals evolve.

We also note that Historic England has previously provided detailed advice on several of the sites identified within the Masterplan and would encourage reference to this advice where relevant. In principle, development may be appropriate in many of these locations; however, without further information regarding layout, scale, height, massing, architectural approach and potential impacts on heritage significance, we are unable to offer more detailed comments at this stage.

We would welcome the opportunity to engage further as proposals progress and additional information becomes available.

Riverfront (South Quay)
We support the ambition to remove car parking along South Quay and improve the public realm along the riverfront. Currently, it is car dominated and a visually cluttered route which detracts from the Conservation Area. Increasing and improving how this is experienced is a positive ambition.

The success of this scheme will be in the detailed designs which should cover materiality, appropriate landscaping and planting choices, street furniture, community engagement and maintaining and enhancing key views and lines of sight along the riverfront.

We would welcome further engagement on this project as and when proposals progress.

King's Staithe
In principle, we support the ambition to improve the space at King's Staithe which offers great potential as an area the community and local businesses can enjoy. We note the plan proposes the introduction of greening and planting to create an improved public space.

Having reviewed the plans, we would recommend that careful consideration is given to the landscape strategy as the current concept appears to introduce a significant amount of planting into an area which historically has not. It is, a visually busy proposal and future plans will need to clearly demonstrate an understanding of how this approach would respond to and enhance the historic space.

We would also recommend that to avoid creating a generic space, consideration should be given to how layout of paths, seating, planting and event space can better reflect the character of the townscape and busy quayside that came before.

Based upon the latest images the proposed shared surface lacks sufficient delineation of the road (which is required for access) and pedestrian surfaces. This would require further refinement to ensure King's Staithe balances being successful and enjoyable with needing to be a safe, legible and easily navigable space.

Somerfeld and Thomas
We welcome inclusion of the vacant Grade II Somerfeld and Thomas warehouse within the opportunity sites. We support the Council's desire to bring this building (included within last year's Heritage Investment Prospectus) back into use, both in the short to medium-term by exploring flexible and meanwhile uses to support activation of the southern end of the riverfront.

Without further design proposals or elevations, we are unable to provide considered comments on the indicative images at this stage but would reiterate the site lies within the Conservation Area boundary and sits within close proximity to a number of designated assets. Therefore, consideration will need to be given to height, scale, massing, materials, character, context etc.

Devil's Alley
We have provided detailed comments on both the previous proposals for the site and the most recent concepts which feature in the Masterplan. We welcome the simplified approach to creating public realm on this current disused and unattractive parcel of land within the Conservation Area. Improvements to area will, we believe, also support delivery of other strategic aims of the Masterplan, particularly those identified in Strategy 3.

We remain supportive of the approach and are pleased to note that these proposals have been developed alongside the local community.

We would also draw your attention to our previous comments regarding the design of any permanent structure/commercial offer at the entrance to the site.

Boal Quay
Our comments in relation to Boal Quay should be read alongside our previous advice. We continue to welcome the way in which the surrounding historic environment appears to have informed the indicative building lines and overall site layout.

The creation of a wetland and community space has the potential to deliver significant benefits, both in terms of enhancing biodiversity and strengthening connections between the riverfront, the historic core and surrounding neighbourhoods. We also welcome the retention of key views towards the South Quay building line and the Minster, which make an important contribution to the character and significance of the waterfront and wider Conservation Area.

The indicative layout appears to respond positively to the marshland character of the site and the informal arrangement of the surrounding townscape. The proposed development parcels are generally more permeable and grain-sensitive than previous iterations, which has the potential to create a more legible and integrated extension to the town.

We would, however, echo comments made during previous stakeholder engagement that the success of this site will ultimately depend upon the quality of its detailed design. Particular regard should be given to the relationship between new development, the riverside setting, long-distance views and the historic environment. The proposed gable-fronted forms visible on

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approach could become successful townscape features, but will require careful attention to scale, proportions, materiality and architectural detailing to ensure that they respond positively to local character and do not appear overly dominant.

A wayfinding and interpretation strategy should also be considered to help visitors understand the relationship between the wetland, the waterfront and King's Lynn's historic core.

Greenland Fishery

We reiterate our earlier advice that, whilst there are positive aspects to creating a stronger building line along Harding's Way, the illustrative material currently presented raises concerns regarding scale, massing and proximity to the Grade II* Greenland Fishery.

The Greenland Fishery is one of King's Lynn's most significant surviving maritime and industrial heritage assets. Any future development in its vicinity should be informed by a detailed understanding of its significance, including its historic relationship with the river, its prominence within wider views of the waterfront, and the contribution made by the openness of land immediately surrounding the building to its setting.

We recommend that a greater undeveloped buffer is retained around the Greenland Fishery, particularly to the rear and northern side of the building, to avoid visual encroachment upon its setting. Future proposals should also preserve key views towards the distinctive gabled elevation from the north and northwest, which contributes positively to the appreciation and legibility of the building within the wider townscape.

Consideration should also be given to maintaining the building's visual and spatial relationship with the river. New development should not sever or substantially diminish this historic association and should instead seek opportunities to reveal, interpret and reinforce the site's maritime significance. This would assist in conserving and enhancing the significance of both the listed building and the King's Lynn Conservation Area.

Given the sensitivity of this location, future proposals should be supported by detailed townscape, heritage and visual analysis to demonstrate how the scale, massing, layout and public realm treatment respond positively to the significance of the heritage assets affected.

Public Realm, Movement and Food Infrastructure

The success of the proposed walk/wheel route and associated public spaces will be strongly influenced by the quality of the surrounding built form and public realm. Particular attention should be given to appropriate building scale, material palettes, roofscape design and active frontages to ensure that routes feel attractive, safe and well-integrated with surrounding development.

We also support measures which improve connectivity through the site and encourage greater movement between the waterfront, surrounding neighbourhoods and the historic town centre. Consideration should be given to how the wider movement network, including Harding's Way, functions alongside these ambitions.

A clear architectural and landscape strategy will be required for any flood defence measures to ensure that they are successfully integrated with the public realm, contribute positively to local character and avoid creating inactive or visually intrusive edges along key routes and spaces.

Common Staithe Quay
We have previously provided written advice on this site and have highlighted the importance of balancing new development with its historic use, layout and surrounding heritage assets i.e. The Pilots Office and Bath House. In principle, we consider there is scope for this site to accommodate new development but would reiterate the site's sensitivity and need for development to avoid impact upon on key views and the setting of designated assets.

There is strong opportunity here to draw on the surrounding built form to create development which complements the existing historic environment and key views.

St James' Swimming Pool
We note the proposal for development on the site of St. James' Swimming Pool for mixed use and residential. Development on this site will need to consider how it enhances and draws from the character of the townscape. We would expect any plans for this site to consider its relationship to the Conservation Area and The Walks Registered Park and Garden.

Debenhams
We strongly support the inclusion of the former Debenham's building as key opportunity site within the town centre, which we see as a critical building for the Council and its stakeholders to focus attention on. This vacant site presents an opportunity to bring a large building back into use in a prominent location on the southern end of the high street, which presently does not enjoy the same level as footfall as other areas, which would also support Neighbourhood Board objectives.

We would support options on this site which would balance active frontages and mix of commercial and residential use across the entire site. There is also potential here for development of this site to restitch the town and encourage easier movement from the High Street to Tower Street.

Whilst not a listed building, it its identified as a Non-Designated Heritage Asset and historic images are available to inform future design and use. We therefore welcome an approach of adaptive reuse, and retention of remaining internal features as highlighted within the Design Principle on p.69.
Given the prominence of this site, we would be keen to work with you to help bring the site forward and welcome engagement at the pre application stage.

Port Area and Timber Yard
We note the inclusion of the Port Area and Timber Yard within the Masterplan and recognise the opportunities this site presents for economic growth, employment provision and business innovation.

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We also welcome the potential role the site could play in supporting wider town centre objectives, including the rationalisation of parking provision within the historic core and the release of more sensitive sites for alternative uses and public realm improvements.

The area also presents an opportunity to celebrate and reinforce King's Lynn's maritime and industrial heritage. As one of the defining influences on the town's historic development and identity, the working waterfront should continue to inform future proposals for the site. Consideration should therefore be given to how the layout, architecture, materials, public realm and interpretation strategy can respond positively to the area's industrial and maritime character.

Whilst detailed proposals are not currently available, it will be important that future development avoids generic business park typologies and instead seeks to create a distinctive place which draws upon the site's historic function and relationship with the port. This would help strengthen local character, reinforce King's Lynn's unique identity and contribute positively to the wider ambitions of the Masterplan.

We particularly welcome opportunities to retain and express the site’s continuing association with port activity and industry, recognising that living and working heritage can make an important contribution to local character and authenticity.

West Lynn
We note inclusion of West Lynn within the plan. We note the opportunity the site(s) present in creating a strong tourism offer, residential units, and public realm and green space. We also note there is also an opportunity with this site to enhance how the water, riverfront, skyline and key views are experienced, whilst also offering potential to improve the connections between West Lynn and the town.

Land North of Wisbech Road
Whilst we have not previously provided detailed advice on this site, its location adjacent to both the Boal Quay and Southgate opportunity areas means that its future development has the potential to play an important role in shaping the southern approach to King’s Lynn and connecting several major regeneration projects.

The Masterplan would benefit from further explanation of the intended role of this site and how it contributes to the wider objectives for movement, townscape and regeneration. In particular, consideration should be given to how development of the site can help create stronger physical and visual connections between the Boal Quay, Southgate and wider town centre areas, avoiding the creation of disconnected or vehicle-dominated spaces.

Given the site’s strategic location, consideration should also be given to whether the proposed density and land uses represent the most effective use of land and whether opportunities exist to support a more active and urban form of development that contributes positively to the character of the area and surrounding public realm.

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The rationale for the proposed public car parking provision is not currently clear from the Masterplan and would benefit from further explanation, particularly in the context of the wider ambition to rationalise parking provision elsewhere within the town centre. Future proposals should demonstrate how parking arrangements support, rather than undermine, wider regeneration, movement and placemaking objectives.

Particular attention should be given to the relationship between this site and nearby heritage assets, including views towards the Southgate area and the transition between the historic town and the emerging waterfront neighbourhood at Boal Quay.

Church Street
We reaffirm our support for sensitive and well-considered redevelopment at Church Street, which represents one of the most significant opportunities within the Masterplan area to repair the urban fabric, reinforce the historic townscape and create a more attractive setting for nearby heritage assets, including the Minster. The site has the potential not only to accommodate development in a highly sustainable central location, but also to re-establish lost urban grain and strengthen connections between the historic core and surrounding areas.

We recognise the challenges associated with bringing this site forward and understand its identification as a longer-term opportunity. Should comprehensive redevelopment not be achievable in the short to medium term, we would welcome interim measures which improve the appearance, surface treatment and overall quality of the existing car park, helping to enhance first impressions for residents and visitors alike.

As we have previously advised, Church Street occupies a highly sensitive location within the Conservation Area and adjacent to important heritage assets. The success of any future development will therefore depend upon a thorough understanding of the site's historic context and the delivery of high-quality design which responds positively to local character, townscape and significance.

We continue to support the broad principles established through earlier concepts for the site, particularly the use of townhouse typologies, active frontages and a fine-grained pattern of development. Such an approach has the potential to deliver an appropriate balance between density and human-scale design whilst reinforcing the character and enclosure traditionally associated with this part of King's Lynn.

Active frontages will be particularly important in ensuring natural surveillance of streets and public spaces, supporting vitality and encouraging movement through the site. We also continue to support opportunities for carefully considered corner buildings or landmark features where these help define key junctions and routes.
However, any increase in scale should be carefully managed to ensure that building height and massing remain subordinate to the wider objective of re-establishing a coherent and legible townscape and preserving the setting of nearby heritage assets, particularly the Minster.

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The indicative material currently included within the Masterplan does not provide sufficient information to determine whether previous advice relating to building heights, roof forms, architectural character and massing has been incorporated into the emerging proposals. We therefore recommend that future work on the site is supported by a site-specific design code, or equivalent design guidance, addressing matters including:

- Building heights and massing;
- Urban grain and plot subdivision;
- Frontage types and active uses;
- Material palettes and architectural detailing;
- Roofscape and roofline treatments; and
- Key views and the setting of nearby heritage assets.

The rationale for the proposed break within the frontage is not currently clear and we question whether it is necessary. Further explanation should be provided regarding its intended townscape function and how it contributes positively to local character, permeability, legibility or the setting of nearby heritage assets.

Given the significance and prominence of this site, we would be keen to work with you to help bring the site forward and welcome engagement at the pre application stage.

Southgate
We welcome the continued inclusion of Southgate within the Masterplan and remain strongly supportive of the principle of comprehensive regeneration in this location. As one of King's Lynn's most important gateway sites, Southgate presents a rare opportunity to deliver coordinated improvements to transport infrastructure, public realm and the historic environment through a single strategic project.

The South Gate is one of the town's most significant heritage assets, designated as both a Grade I listed building and scheduled monument. Despite its exceptional significance, its setting and appreciation continue to be adversely affected by the volume and configuration of modern traffic infrastructure. We therefore continue to support the long-established objective of removing general vehicular traffic from the South Gate itself and improving its surrounding public realm, subject to the delivery of a high-quality and heritage-led design solution.

Whilst we recognise that the detailed proposals may continue to evolve, it will be important that the final Masterplan retains a clear commitment to the strategic objectives established through the adopted Southgate vision and previous masterplan work.

As proposals progress, it will be important that public realm improvements, movement infrastructure and development plots are brought forward through a coordinated design approach which places the significance of the South Gate and its setting at the heart of decision making.

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Given the significance and prominence of this site, we would be keen to continue to work with you and welcome further engagement at the pre application stage.

Tuesday Market Place and Saturday Market Place
We note the inclusion of Tuesday and Saturday Market Place within the Masterplan and support, in principle, efforts to reduce the dominance of vehicle parking within these spaces and enhance their role as key civic and public spaces within the historic core of the town. The marketplaces are among King's Lynn's most important historic public spaces and make a substantial contribution to the character and significance of the Conservation Area. Their historic function as centres of commerce, social and civic activity remains fundamental to their significance and should continue to inform future proposals.

Whilst insufficient detail is currently available to enable detailed comment, we encourage any future proposals to be informed by a clear understanding of the historic evolution and significance of these spaces. Interventions should seek to reveal and reinforce their historic character and spatial qualities, avoiding an overly engineered or prescriptive approach that could diminish their openness, flexibility and distinctive sense of place.

Consideration should also be given to ensuring that these spaces retain the flexibility necessary to accommodate markets, events, gatherings and other civic activities which contribute to their ongoing vitality and reflect their historic function within the town. Future proposals should also carefully consider views towards surrounding heritage assets and opportunities to enhance appreciation of the historic townscape.

Kwik Fit
We welcome the inclusion of this site within the opportunity areas identified by the Masterplan and support efforts to secure the long-term conservation and viable use of this designated heritage asset. Bringing the building back into active and sustainable use should be a key objective, recognising the contribution that occupied and well-maintained historic buildings make to the vitality and character of the town centre.

Whilst residential use may form part of an appropriate solution, we would caution against prematurely limiting the future potential of the site to a single use. Given the building's location, plan form, fenestration and relationship with St James's Street, there may be opportunities for commercial, creative, cultural or mixed-use activities which could better sustain the building's significance whilst contributing to wider town centre objectives.

Consistent with paragraph 210(a) of the National Planning Policy Framework, future proposals should seek to secure a viable use that is consistent with the conservation of the asset and its significance. We therefore suggest that the Masterplan retains sufficient flexibility to allow a range of uses to be explored as proposals progress.

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Recommendations
As the Masterplan progresses from vision to delivery, it will be important that sufficient guidance and safeguards are in place to ensure that future change conserves and enhances the significance of King's Lynn's historic environment. We therefore recommend that consideration is given to the following:

- Prepare design codes or equivalent guidance for key opportunity sites;
- Develop a strategy for bringing priority historic buildings back into viable use;
- Identify and protect key views, skylines and landmark buildings through future planning guidance;
- Ensure future development around Greenland Fishery conserves its setting, key views and historic relationship with the river;
- Undertake detailed heritage impact assessments for major riverside redevelopment sites;
- Ensure future flood defence measures are integrated with public realm and heritage objectives;
- Landscape strategy for Riverfront and King's Staithe to consider how its historic use and layout can inform positive public realm choices;
- Strategic objectives within Urban Form and Public could be strengthened;
- Reference to made for high quality design and good practice in relation to the public realm for EV charging;
- Reference the need for cycling interventions to protect and enhance the environment and should give specific examples of how this might be achieved;
  Inclusion of Glossary and/or defining technical language;
- Continue engagement with Historic England as individual opportunity sites progress.

Summary
We welcome the production of this Masterplan and are pleased to have been engaged as a Stakeholder an early stage and comment upon this latest version which pulls together numerous strands with heritage as key driver for positive change in King's Lynn.

We have a made numerous comments on each section of the Masterplan which we hope you will find useful as you refine your strategy. We have also made a number of recommendations for you to consider.

We remain keen to work closely with you on priority buildings and interventions to offer advice and guidance on best practice on how these short, medium and long-term objectives can be supported and delivered.

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Please do contact me, either via email or the number above, if you have any queries.

Yours faithfully,

[redacted]
Historic Places Adviser, East of England
[redacted]

[redacted]
Inspector of Historic Buildings and Areas, East of England
[redacted]

cc [redacted], Team Leader, Development Advice

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Your Ref:	Kings Lynn Master Plan	My Ref:	FW2026_0385
Date:	28 May 2026	Tel No.:	0344 800 8020
		Email:	llfa@norfolk.gov.uk

Case Officer: [redacted] *Strategic Flood Risk Planning Officer*
Reviewed by: [redacted] *Senior Flood Risk Officer*

Dear Sir / Madam,

Kings Lynn Masterplan – LLFA Review Masterplan

Thank you for your consultation on the above site, received on 11 May 2026. The LLFA has reviewed the submitted information and wish to make the following comments:

The masterplan might need to be updated to better reflect the revised devolution timescales.

We note that the Kings Lynn Surface water management plan (SWMP) has not been considered as part of the site specific studies on Page 11. The LLFA requests clarification on why the SWMP was not included as a source of information. **Further clarification is required.**

On page 33, there is reference to the upgrading of drainage systems to SuDS. The LLFA is supportive of the inclusion of SuDS. Although it is not clear this this time where these SuDS upgrades are proposed or whether they are solely in the within the public realm or just supported as part of the major developments proposed to come forward. Furthermore the location of some SuDS could have limited opportunities in high and medium flood risk areas. **Further information is required.**

On page 34, for Strategy 4: Harness Natural Assets, the LLFA notes the phrase "green surface car parking areas". However, on the previous page (page 33) there is no reference to this type of development or what it means. **Further information is required.**

The LLFA notes there is some inconsistency in what is being proposed in West Lynn. On all the information prior to the Illustrative Masterplan the West Lynn areas is indicated as an environmental space with only once mentioning of housing potentially at the back of the site. However, once in the illustrative masterplan, West Lynn shows a number of private ownership residential properties and a new sports complex with a substantially reduced area as green open space. The LLFA notes that these residential properties are within an area of high fluvial / tidal flood risk. **Further work is appropriate to ensure there is consistency in the masterplan.**

The LLFA notes that some of the developments are proposed are within areas of flood risk. Some of these development sites are "more vulnerable uses", such as the residential developments. The Masterplan also acknowledges that in the future the whole study area will be at risk of flooding. It is not clear to the LLFA whether the sequential tests and exception test have been applied and how these have been passed. It is possible that some of the proposed housing sites may not be suitable for new housing and an alternative plan should be considered and held in reserve. **Further information will be necessary.**

The LLFA notes that in the Design principles for the opportunity site, the inclusion of SuDs is not always identified yet on page 33 and 34 there was a clear commitment for the inclusion of SuDs. The LLFA seeks greater and more consistent commitment to the inclusion of SuDS in the masterplan including both in the proposed development areas and in the proposed public realm improvements. This is in order to manage the existing surface water flood risk across the central area of Kings Lynn. **Further work and information is required to improve the commitment.**

The LLFA notes that the Church Street Car Park site has no information on the Harness Natural Assets in the Design Principles. This is inconsistent with the opportunity where public open space and then inclusion of trees is incorporated into the indicative plan shown. Furthermore, there are no Design Principles for the proposed Southgates Regeneration Area. **Further work and information is required.**

Further guidance on the information required by the LLFA from applicants can be found at https://www.norfolk.gov.uk/rubbish-recycling-and-planning/flood-and-water-management/information-for-developers.

Yours sincerely,

[redacted]
Strategic Flood Risk Planning Officer

On behalf of Norfolk County Council as Lead Local Flood Authority

Disclaimer
We have relied on the accuracy and completeness of the information supplied to us in providing the above advice and can take no responsibility for incorrect data or interpretation, or omissions, in such information. If we have not referred to a particular issue in our response, it should not be assumed that there is no impact associated with that issue.

NHS
Norfolk and Suffolk
Integrated Care Board

Our Ref: King's Lynn Masterplan
12 June 2026

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Dear Sir / Madam,

King's Lynn Masterplan: Health and Infrastructure Implications

Introduction

The NHS 10 Year Plan published in July 2025 is a plan for transformation, moving from a reactive system to one that is more proactive, community-based, digitally enabled, and prevention-focused. The plan recognises significant challenges around workforce, integration, and financial sustainability, but sets out a comprehensive roadmap for reforming infrastructure services.

The 10-year plan will see a redesign of the NHS model of care and will focus on three shifts

- **Hospital to community** (also known as left shift of care, moving acute services into the community for improved access and care closer to home).
- **Analogue to digital** (the NHS App will essentially become the front door the health services, although consideration needs to be given around digital inclusion).
- **Sickness to Prevention** (more focus on preventing illnesses including population health strategies).

Given these considerations, greater attention will be directed toward primary care and general practice, community accessibility, and digital models of care. Neighbourhood health centres have recently been promoted as an approach to facilitate these objectives.

Strategic Context

The draft King's Lynn Masterplan proposes around 741 new homes across 24 sites around the town centre and regeneration areas. Some of these dwellings already have planning consent,

including elements of the Former Post Office and Hillington Square Phase 6. However, most of the proposed housing remains as new proposals and would be brought forward through future planning applications and phased regeneration.

Site Name	Houses Planned	With Consent	New Proposals
Boal Quay	160	0	160
Common Staithe Quay	12	0	12
St James Swimming Pool	59	0	59
Former Debenhams	70	5 (expires June 2026)	65
Land North of Wisbech Road	56	0	56
Church Street Car Park	73	0	73
Southgate's Regeneration Area	92	0	92
Former Post Office	34	34	0
Hillington Square Phase 6	65	65	0
Chapel Street Car Park	19	0	19
Juniper, Austin & Albert St Car Parks	67	0	67
St James Street Kwik Fit	21	0	21
West Lynn	13	0	13

The table above shows that of the 741 proposed dwellings which fall within the Masterplan boundary, 104 have either existing consent, have completed already or are under construction. This leaves a further 637 dwellings as new proposals.

The ICB supports the principle of regeneration areas, mixed-use development and housing, where these are planned alongside the health and care infrastructure needed to serve both the existing and future demand from communities. Early engagement with the ICB will be important to ensure health infrastructure requirements are considered at the same time as transport improvements, public realm investment and funding opportunities.

Healthcare Estate Infrastructure Implications

The proposed level of housing growth will see an increase in the local population of circa 1,360 residents, in terms of a net gain in population (allowing for movement in and out of the area), therefore the demand on healthcare services and associated estate infrastructure will increase.

The ICB is undertaking further work to develop and refine our Place-based and Neighbourhood strategies, including a fuller understanding of future service models and estate requirements across Norfolk and Suffolk, including in King's Lynn. Our planning and associated service strategies will provide a clearer framework against which opportunities and infrastructure requirements can be identified and aligned to the NHS 10-Year Plan and it's three key shifts.

Further consideration should be given to constraints affecting future planning and delivery. Several proposed sites may be affected by flood risk and challenging ground conditions, which could influence their suitability, cost and accessibility. Emergency access, continuity of care, inclusive transport routes and climate resilience should therefore be considered as site proposals are developed.

Wider Determinants of Health

Not only does the masterplan have the potential to support healthcare infrastructure but also improved health outcomes. The enhancements to green infrastructure, public realm and open spaces could help to support physical activity, mental wellbeing, biodiversity, social interaction and improved environment.

The emphasis of the plan on improved active travel, walking, cycling and public transport through the town centre, riverfront, West Lynn and regeneration areas could help to reduce car dependency (encouraging exercise), improved air quality and support a more equitable access to healthcare eservices. Any improvement and benefit to active travel routes should be maximised by ensuring they are safe, accessible (dementia friendly), direct and suitable for people with mobility needs. The ICB would also encourage enhanced wayfinding along these routes specifically for healthcare services.

The regeneration of areas across the town could have potential positive health related opportunities, such as community sports and leisure. Other uses such as cultural and the reuse of heritage buildings and sites can help the local identity and improve social cohesion, this can help to benefit people's mental wellbeing. It should however be noted that regeneration does also come with risks, specifically around affordability, displacement, accessibility and the continuity of services if they are not managed appropriately, this strengthens the need to collaborate with the ICB at the earliest opportunity.

In regard to new dwellings, the ICB would expect these to consider the wider determinants of health also. Designing new homes to the M4(2) 'accessible and adaptable' standard or higher helps to ensure that properties can meet residents changing needs throughout their lives, supporting older people, families, disabled residents and those with temporary mobility needs. These standards require step free entrances, wider doorways, adaptable bathrooms and circulation spaces making homes safer, more inclusive and easier to modify without costly structural changes. This approach supports independent living, reduces the risk of falls and avoidable healthcare appointments and hospital admissions:

- **Adaptable**: designed to support future changes such as grab rails, stairlifts, and bathroom adaptations.
- **Inclusive**: step-free access and wider circulation spaces improve usability for a wide range of residents.
- **Preventative**: safer homes can reduce falls, support independence, and lessen pressure on health and social care services.

Further to the above new dwellings should be designed to prevent damp and mould and to maintain stable indoor temperatures through effective insulation and ventilation. This can help reduce the risk of respiratory illness, cardiovascular stress and associated demand on primary care, acute services and ambulance conveyances, particularly among vulnerable groups such as older residents. Preventing damp and mould can also support mental wellbeing by reducing anxiety and depression linked to poor housing conditions.

Ongoing engagement between the local authority, public health and the ICB will be required.

Key Risks for further Consideration

- Population growth from new housing will increase demand and place more pressure on health services and infrastructure.
- Flood risk should be a key consideration to site planning, estate design, emergency access, health and wellbeing, and continuity of care.
- Active travel and public transport improvements will be required and should be designed in a way to be inclusive so that communities experiencing disadvantage can benefit from improved access. Routes should be planned to support ease of access to and from healthcare services and facilities.
- Regeneration should be supported by appropriate affordable housing and monitoring to avoid worsening inequalities or displacement pressures in the most deprived areas of King's Lynn.

Conclusion

- Norfolk and Suffolk Integrated care Board (NSICB) supports the overall ambitions of the Masterplan, particularly where this improves housing quality, active travel, green infrastructure and access to community facilities including healthcare.
- NSICB would like to request early and ongoing engagement as site proposals, delivery phasing and funding mechanisms are developed. This will ensure health infrastructure requirements can be considered alongside housing growth.
- Major opportunity sites should be supported by health impact assessments and collaboration with the ICB to identify impacts on healthcare infrastructure capacity, accessibility and inequalities.
- Active travel (walking and cycling) and public transport proposals should connect effectively to the current and potential future health and care facilities across the town, with inclusive design fixed from the start.
- NSICB would welcome discussions with the local planning authority at an early stage to ensure health infrastructure needs are considered from the outset. The ICB is aware that a new local plan is in the pipeline and is committed to working with local authority partners to identify appropriate solutions and ensure the future residents are well supported in accessing health and care services.

Yours faithfully,
NHS Norfolk & Suffolk ICB – Estates and Sustainability



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KING'S LYNN MASTERPLAN

Consultation Appendix 2 – Workshop Responses

Borough Council of
King's Lynn &
West Norfolk

Riverfront Workshop – 6 May 2026

WORKSHOP 1 – Quick wins!		
Devils Alley clearance - Make the area more attractive - Involve the community in this	Reduce parking spaces	Short Term - King's Lynn in general!
Landscaping of the current riverfront - make more green/less concrete	Sommerfeld & Thomas flats!	Short term - Less parking on riverfront - Changing habits of where people park
Trial which plans work well in the climate.	Short term - S&T hotel	Short term - traffic calming measures along riverfont
King Staithe Square - Trial alternative routes for traffic	Short Term - Hanse Crane	Short term - Sign posting (ie. Digital marketing board at station) to the riverfront with new imagery.
Improved signposting for ferry - info on parking on West Lynn side (would need consideration of capacity)	Short term - replica ships (fender lighters?)	Long term - defining what the ambition is - ie. Focus on the town, riverfront, tourism, resi, commercial?
Nar Loop nature area - Start developing	Short term - Get the basics right - ie. Street lighting, weeds, scruffy shops	Long term - TMP NOT A CARPARK!
More greenery everywhere!	Short term - Restore TMP & SMP	Long term - True centre of the town? Riverfront?
Throw the kitchen sink at one area and make it special and an attraction - at the south area - Pop-ups at STB and Hanse crane.	Plan ahead for major maritime festival - infrastructure in river for increased use for vessels	Theraputic garden at silo site - MIND clients would need resources
Old silo site green up - test things which might be useful later in West Lynn bankside?	Short term impetus on one area will determine long term	Long term - Turn back to the history of the town.
Devils Alley - Greenery along the riverfront and tidy up the outer Purfleet (and inner!)	Short term - Publicity of the waterfront	Long term - Redevlopment of silo site & Sommerfeld

Riverfront Workshop

WORKSHOP 2 – Community Stewardship		
Simplify the design to make it easier to maintain.	Make activities interesting / enjoyable to attract interest	Fishing community
Engage with the ward forum - Link up with other groups & Charities in the area, eg. Hardings Pits Association and Friends of the Walks	Volunteer scheme - Providing skills and qualifications for work that benefits the wider community	Sailing club
Work with local schools	Local Youth Groups, Sea Cadets, Guides, Scouts, Police Cadets etc	Hanseatic Waterski event
Team building days for local businesses	Hanseatic League Connection	Hanse Festival / Festival Too!
Tidal river - London Canary Wharf - Connection	West Lynn old factory site Wildlife Trust etc looking at regen of site	BID, Artists, KL Festival
Norfolk Wildlife Trust - Advisory role on biodiversity	College of West Anglia interface with the project	Businesses already operating – Marriott's Warehouse, Hanse House, Rathskeller, Bank House
RHS (On back of Sandringham Flower Show)	Make the most of wider geographical connections	Users of the pontoons
Princes Trust / Duke of Edinburgh Award	Place promotions officer? Liaison to conservancy and ABP, BID, Vancouver Quarter, KLNB	Local residents, Paddle boarders
Apprenticeship opportunities	Organisations - Charity, Norfolk Volunteer Network, forward project	Ward forum revived - membership with expertise
Contract local expertise	Individuals need to host corporations, insurance, banking, admin support	Hanse Crane - Specification
The Mens Shed	Recruit new (younger) volunteers	Skills audit of members
Construction college - CITB involvement	Business wardship of adjacent/nearby spaces	Art classes/recording
Business sponsorship	Baden Powell	Guided Tours
Get new mayor involved (devolution)	Town Guides	

Riverfront Workshop

GENERAL COMMENTS		
Local network feels disjointed currently	Changing habits - ie. Where people park	Nature of Town Centres has changed - Public realm / recreation
Milfleet river clean up	Boal Quay car park remains an important centre car park. Need to demonstrate a viable alternative before people will accept losing it.	HPCA have their hands full with 10 acre site - but would be happy to advise. (need new people with new idea's to own the Devils Alley garden)
Focus on future users		

WHAT IS WORKING WELL?
Quality of existing heritage - by contrast have concerns about containers on Purfleet Street King Staithe Square - Works well (especially for larger events, MODs, Festival, Gear etc)

Riverfront Workshop

POSITIVE/OPPORTUNITY ISSUE/CONCERN

SOUTH QUAY		
Toilets?	Toilets alongside historic areas please	Where will people park? With 100 new homes, this needs to be considered.
Parking?	Replica crane - historic as in German Hanseatic towns - Position the issue	Open space park awards to address ?VAWG issues
Parking for residents	Appreciate the green space as it has always looked 'Hard'. But will they survive?	Undercroft parking needs to have roller security blinds to remove recessed areas
Hanse Crane installed near or instead of shipping containers	Forget trees all along the Quay. You haven't appreciated the essential character of South Quay - What it was which is part of our heritage. The sheer openness as you come onto it is a WOW factor with visitors. It is not a seaside promenade!	Remove all parking from Quay
Remaining parking on the Quay - Looks like this area has been forgotten from the design!		Construct a quayside
Dryside - Can it be used for motorhome/camper visitors or homeless people?	West Lynn ferry pontoon and up to date landing facilites for ALL the population - Equalities/inclusive to all activities	Obvious wayfinding
Retention of parking - Good	Parking for new residents?	Retain the working element/industrial of the waterfront. Fishing pontoons for visiting commercial craft
Sommerfeld & Thomas proposals - Good	Existing car parking	More promo of pontoons
Concerns about café style provision in competition with existing busineses	Electric car charging?	Push 'Sail the Wash' more. Making booking pontoons easier. Merge pontoons with 'Sail the Wash'.

BOAL QUAY		
What is the development mix planned here? Who is the target market?	Market traders/stalls - Good	Blocks of flats on the play street?
Long term maintenance of park area	Residential buildings on Boal Quay should be moved East or North - Building good, just not in proposed location	Dislike the removal of parking at Boal Quay and the whole area as a park
Activity trail - Could the land be leased or gifted to a Trust to manage	More events/activities on the water	

Riverfront Workshop

POSITIVE/OPPORTUNITY ISSUE/CONCERN

DEVIL'S ALLEY SPACE		
Raised beds are okay if you have someone to maintain them - Who?	Converted Shipping Containers - New build something	Commercial - in shipping containers? Lets use some of this money to so some good simple architecture (young architects love that sort of challenge!
Simple planting & Play would be good here.	Feature metalwork could compliment 'fish rack'	Devils Alley needs to maximise natural surveillence without this, a formal system needs to be added or secured at close of events
Concern about the stability of Quay on Millfleet Frontage	Parking - The surrounding streets will suffer from excessive parking	Bin the shipping containers. All this elborate project and you can't design something which is attractive?

KING'S STAITHE SQUARE		
Areas of planting have been highlighted as a concern - Most of the sites have been regularly flooded with global warming. THIS MUST NOT BE UNDERESTIMATED	Transport infrastructure route hindered by planting. Deliveries from lorries. Event standing taken up with planting	Thought needs to be put into sustainable, salt tolerant planting to survive the environment.
Event space - good space along with pedestrianisation of surrounding area	Too much greening	Not too much greening/trees to enclose area for performances
No indication of cycle parking for events	Boat in Purfleet - Good	If you start planting out here, you lose space. A big event here does fill the whole space
Greenery should be added on the Custom House side of Purfleet Quay.	Event Space with planting - good	Open up the Purfleet - Functioning gates allowing access to moorings
Low level planting is good	Purfleet empty so a boat very important - Replica Kogge or Discovery	Don't lose fishing boats

SOMMERFELD & THOMAS		
Community co-working space, wellness	Sauna, microbusinesses, independents	

Business Breakfast – 14 May 2026

RESPONSES FROM THE BUSINESS BREAKFAST

WHAT'S MISSING FROM THE MASTERPLAN?	
What's in it for small independent businesses? Who will it attract? Large businesses?	Reference to creating a café culture making it easier to have pavement licenses - Looking at pedestrianisation to support this - Norfolk Street
Saturday Market Place - Plaza style from May to Sept for use by neighbouring businesses to have tables and chairs.	Tennyson Avenue crossing!
Human friendly urban lighting plan	

YOUR PRIORITIES	
SHORT TERM Just do it! Quick wins - Good enough	**LONG TERM** Creative, art, cultural programming Ambient landmark lighting Cohesive town lighting plan Connecting point between busiest areas

College of West Anglia Drop-ins



What do you think?

Less druggies

Less deforestation

Trampoline park

More movies in cinema

more baby, more dogs, more cats

More beaches

More football pitches in North Lynn

Historic

Kaset skatepark improvement

more kind people

More activities

More Toy shops

Boring! More football &

It is a good idea to move theswimming pool to Lynnsport

More food places

More Beacons in North Lynn

More trees
More Nature
More seats

More arcades in North Lynn

outdoor cinema

More/new skate parks

More clothes shops for kids

More shops

A pumptrack all around KL. Bike jumps!

Good because there is good people and places

Water park

More pools/water parks in North Lynn

Less fighting and threats

Basketball court

More swimming pools

More places to chill (bandstand)

Less fighting and arguing!

Appendix 6: Priority Projects

Project / Theme	Masterplan Intervention	Priority Next Steps
Opportunity Sites	Appointment of a strategic development partner through a Pre Development Agreement to provide regeneration, development, commercial and delivery expertise across the Masterplan area. Assess site packaging, dependencies, infrastructure, costs, funding, risks and delivery structures.	Undertake non-binding market engagement; establish development options and delivery models; identify enabling infrastructure and funding requirements; commission technical and feasibility studies; report findings to Cabinet with recommendations on procurement, delivery and investment approaches. Recommendations 3 refer specifically. Further details in section 6.3.
Devil's Alley	Deliver a redesigned public realm scheme co-produced through community and stakeholder engagement to improve placemaking and town centre connectivity.	Progress scheme to **RIBA Stage 3 design** and develop a business case in partnership with community organisations. Secure delivery through the King's Lynn Neighbourhood Board (KLNB) **Pride in Place Programme**.
Boal Quay Commercial Development	Create a maritime-focused commercial hub using quayside land and water assets, incorporating workshop, office and complementary retail uses such as fishmonger and café facilities.	Develop proposals under a Memorandum of Understanding with interested sector partners; refine concept design; identify delivery mechanism and funding opportunities; establish long-term operating model for maritime partners.
Parking Strategy	Rationalise parking provision to unlock development opportunities on existing surface car parks identified within the Masterplan.	Progress recommendations from the King's Lynn Parking Strategy; prepare a business case for future Council approval for consolidated parking within the Port Area; identify investment and delivery options.

Appendix 6: Priority Projects

Project / Theme	Masterplan Intervention	Priority Next Steps
High Street Regeneration	Use heritage-led regeneration and placemaking initiatives to revitalise and strengthen town centre vitality.	Develop partnership scheme with Historic England and other Arm's Length Bodies; develop interventions and projects aligned with Masterplan and Neighbourhood Board priorities; progress funding and delivery opportunities for public realm, vacant units and heritage improvements. Progress market engagement on priority vacant sites to ascertain private sector opportunities. Develop options further for the vacant Debenhams site following the Enquiry by Design undertaken by the King's Foundation in October 2026.
Strategic Flood Risk Assessment (SFRA)	Strengthen the evidence base for future growth and development through updated flood risk analysis and site assessment.	Complete SFRA Level 1; undertake Level 2 assessments once growth options and site allocations are identified; work with Environment Agency, LLFA and Internal Drainage Boards; ensure future development proposals are supported by site-specific flood risk assessments where required.
Previously approved by Cabinet - Projects forming part of the King's Lynn Masterplan Delivery		
South Quay (Sommerfeld & Thomas Warehouse)	Heritage-led regeneration of an at-risk historic building through phased redevelopment and meanwhile use.	Progress design, planning and procurement of core fit-out works; secure meanwhile occupation; attract a development partner for the full scheme; proceed subject to Historic England Heritage at Risk Capital Fund outcomes (as detailed in Cabinet Report,13 October 2026).

Appendix 6: Priority Projects

Project / Theme	Masterplan Intervention	Priority Next Steps
Transport and Ferry Access Improvements	Improve strategic access and connectivity to the ferry crossing and waterfront areas.	Develop business case and design to **RIBA Stage 3** in partnership with Norfolk County Council; utilise allocated capital funding; return to Cabinet with recommendations following completion of design stage (as approved in March 2026 Budget Cabinet Report).
Southgates Regeneration Area	Comprehensive mixed-use regeneration of the Southgates gateway area, linked to wider opportunities identified in the masterplan at Wisbech Road, Boal Quay and South Quay.	Undertake further market testing with potential development partners; refine planning and funding strategy; progress site clearance and environmental improvements; preserve flexibility for comprehensive redevelopment in the medium term (as per Cabinet Report, March 2023)
St James's Swimming Pool.	Further Feasibility up to RIBA 3 on relocation of swimming pool to Lynnsport. Unlocking existing St James Pool site in town centre for redevelopment, as identified in the King's Lynn Masterplan.	Undertake further market testing with potential development partners as part of the wider package of opportunity sites identified in the masterplan to assess feasibility of future uses identified in the masterplan. RIBA 3 feasibility of Pool relocation (as approved by Full Council, 24 September 2026).



King's Lynn Masterplan

Regeneration Prospectus

October 2026

BDP.

Borough Council of King's Lynn & West Norfolk

INVEST IN KING'S LYNN & WEST NORFOLK

Built Original.

Foreword



Councillor Simon Ring

Deputy Leader of the Council and Cabinet Member for Business, Borough Council of King's Lynn and West Norfolk

I am delighted to introduce the King's Lynn Masterplan, intended to provide a clear and compelling framework that will guide the regeneration and future development of the town for decades to come.

The Masterplan brings together the town's previous studies, regeneration proposals, and strategic ambitions into one integrated cohesive vision. It sets out how King's Lynn can grow, adapt, and thrive through a series of strategies and improvements which can be delivered in phases to ensure visible progress whilst laying foundations for the long term transformation of the town.

A formally adopted Masterplan will strengthen the Council's ability to guide and influence development across the Town Centre and Riverfront. We have a strong track record of partnership working and in our local authority role can support delivery of the masterplan through utilising our expertise and networks in convening a range of partners, as well as directly delivering where it is right for us to do so. This will allow the Council and partners to actively shape opportunities, secure investment and ensure that development proposals align with the priorities of local communities, through informed planning decisions based on a clear spatial framework and evidence base.

This Regeneration Prospectus sets out the details of key opportunity sites identified by the Council whose delivery has the potential to catalyse wider changes across the town. We cannot do this alone, and support from funders and investors is required to achieve our ambition.

The opportunities within have been identified through consultation and engagement as high priorities, alongside council owned assets that have the potential for alternative uses to secure the town's continued vibrancy. This masterplan has evolved through collaboration with residents, businesses and stakeholders which will continue as projects and opportunities move forward in the years to come.

We are one of the best kept secrets in the country, but now is the time to show you who we are and what we have to offer.

PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

Borough Council of King's Lynn & West Norfolk

Borough Council of King's Lynn and West Norfolk
King's Court, Chapel Street
King's Lynn PE30 1EX

KING'S LYNN NEIGHBOURHOOD BOARD

King's Lynn Neighbourhood Board

BDP.

BDP
16 Brewhouse Yard
Clerkenwell
London EC1V 4LJ

Aspinall Verdi property regeneration consultants

Aspinall Verdi
31 The Calls
Leeds
LS2 7EY

MIKHAIL RICHES

Mikhail Riches
17A Newman Street
London W1T 1PD

urban flow

Urban Flow
203 Westminster Bridge Road
London SE1 7FR

The Masterplan at a glance

1 vision for King's Lynn town centre - which puts residents, businesses, visitors and the town's unique culture and heritage at its heart

6 strategies providing a co-ordinated framework for improvements across the town

24 sites for delivery of the ambition in the short, medium and long term

730 new homes meeting local need

16,721sqm non-residential floorspace across commercial, cultural and community uses

15.3ha of public realm and open space to enhance biodiversity for the environment, health, well being and recreation



Contents

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King's Lynn Masterplan

Masterplan Strategies

The Opportunity

Opportunity Sites

1 Riverfront Public Realm
- A King's Staithe Square
- B South Quay
- C Devil's Alley

2 Sommerfeld and Thomas Warehouse

3 Boal Quay

4 Common Staithe Quay

5 St James Swimming Pool

6 Former Debenhams

7 Port Area and Timber Yard

8 West Lynn

9 Land North of Wisbech Road

10 Church Street Car Park

11 Southgates Regeneration Area

12 Former Post Office

13 West Winch Masterplan





Introduction

This Regeneration Prospectus sets out the details of key development opportunities within King's Lynn which can catalyse broader transformation across the town.

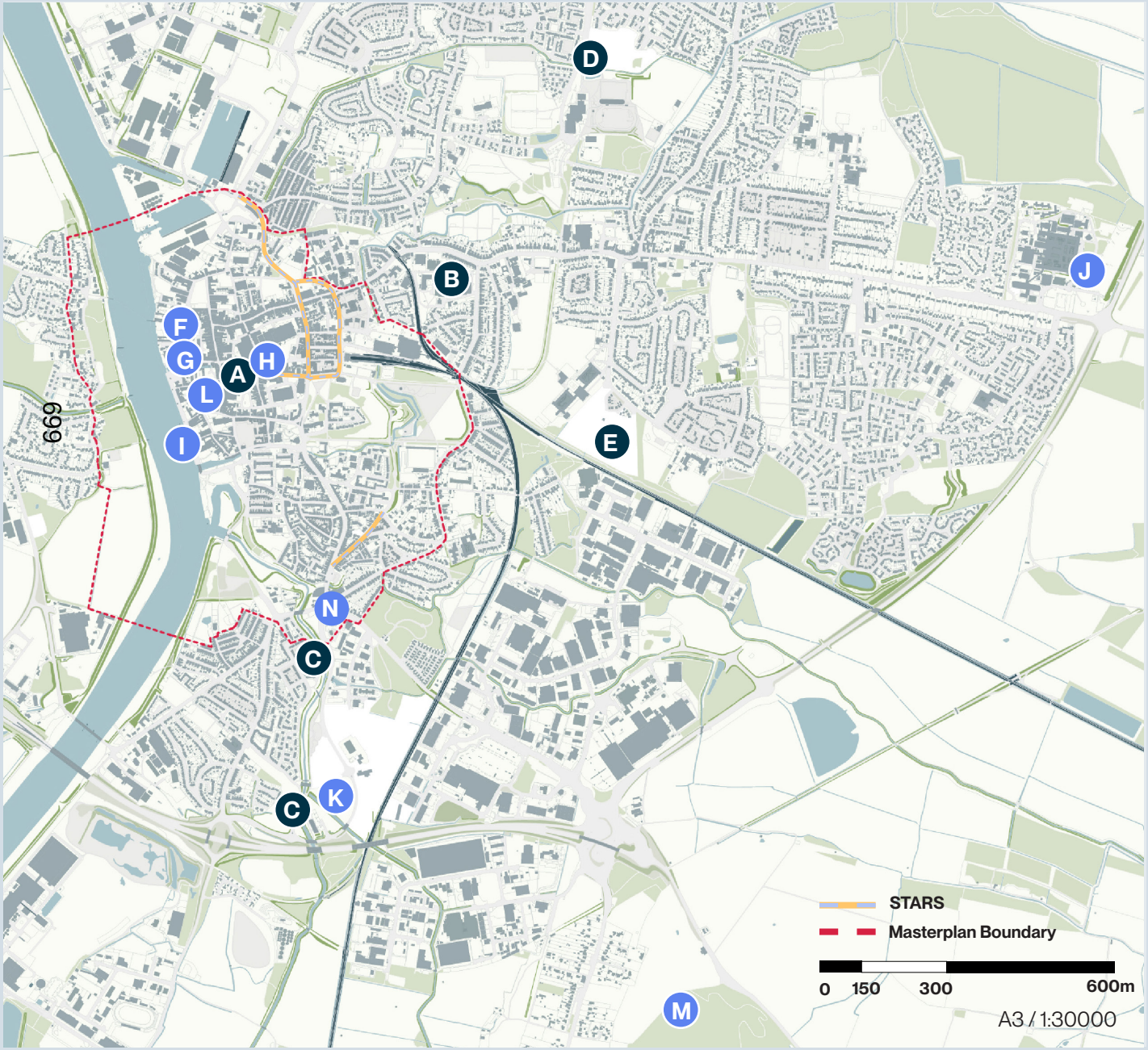
King's Lynn is a historic market town and port on England's east coast. With a population of around 49,000 people and a wider catchment of approximately 250,000, it is the largest settlement in West Norfolk, the second-largest in Norfolk, and the principal commercial, retail and service centre for a large part of East Anglia.

King's Lynn has historically occupied a strategic role regionally and nationally. Its medieval riverfront and historic port which were key to its early growth remain a defining feature of the town, providing a distinctive identity and heritage of national and international significance. In more recent years, the town has evolved to become a hub for healthcare, manufacturing, engineering and culture, supported by rail connections to Cambridge and London.

The continued vibrancy and economic prosperity of King's Lynn is dependant on addressing socio-economic challenges and providing opportunities through regeneration to ensure it remains a place where people choose to live and work. King's Lynn is set to grow significantly with a planned 4,000 home urban extension to the south east of the town and further housing target allocations to be made in the next Local Plan. This provides the opportunity to drive growth and broaden the town's offer, utilising underused brownfield sites and buildings to meet the future needs of the growing population.

The Borough Council's ambition is to capitalise on the town's environmental, cultural and historic assets to create a successful place which meets the needs of its existing community and provides new opportunities to live, work and visit; and brings its brownfield sites and vacant buildings back into use.

Existing Development Context



In recent years the Borough Council has begun to deliver on its ambitions via a range of projects including those progressed through the Towns Fund and Levelling Up funding which are now in the delivery phase.

Completed projects

- **A** King's Lynn Library
- **B** College of West Anglia School of Nursing
- **C** Nar Ouse Regeneration Area including Enterprise Park
- **D** Lynnsport Housing
- **E** Florence Fields

Planned or ongoing projects

- **F** St Georges Guildhall
- **G** Custom House Access Improvements
- **H** Baxters Plain Public Realm & Gyratory Active Travel (STARS)
- **I** Riverfront Dryside facilities
- **J** New Queen Elizabeth Hospital
- **K** Enterprise Park Active Travel Hub
- **L** Baker Lane Active Travel Hub and Pop Up Units
- **M** West Winch Strategic Growth Area and Access Road
- **N** Southgates Regeneration Area

Public realm
Housing
Non-residential
Adaptive re-use
Parking, transport and active travel



The King's Lynn Library, funded by the Towns Fund and Norfolk County Council, opened in March 2026.



The Nar Ouse Regeneration Area was the largest brownfield site in the east of England and has delivered over 250 homes, community facilities, employment floorspace and over £100m worth of investment since 2007.



The King's Lynn Enterprise Park is a 15ha business park led by the Local Authority, providing circa 48,000sqm of commercial floorspace with links to the A17, A47, A10 and mainline railway services to King's Cross.



Construction of Florence Fields, a scheme of 226 homes developed by the Local Authority in partnership with Lovell, began in 2023.



£30m renovation of St George's Guildhall & Creative hub has begun. It is the flagship scheme of the King's Lynn Town Deal Programme and priority of the Pride in Place Programme. The scheme has secured funding from the Shared Prosperity Fund, Historic England, and further public and private external funders.



Plans for reuse and accessibility improvements to the Grade I listed Customs House were approved in December 2025, and works are due to complete in 2027.



Public realm improvements to Baxters Plain, adjacent to the new library, are to be brought forward via the King's Lynn Sustainable Transport and Regeneration Scheme, through Levelling Up Funding from the UK Government. Works are due to complete in 2028.



Plans for new dryside facilities for visiting leisure craft in an annexe to the Sommerfeld and Thomas Warehouse, funded by the Town Deal regeneration programme, were approved in 2024 with work completing in 2026.



A new state-of-the-art Queen Elizabeth Hospital has secured between £1-1.5 billion of funding from Government, to deliver a sea change in health and care for communities across Norfolk, Cambridge and Lincolnshire. The project is due for completion in 2032.



Plans for an active travel hub providing new car, cycle, public transport and pedestrian facilities at King's Lynn Enterprise Park were submitted in 2025 and will be brought forward as part of the Town Deal regeneration programme. This includes an informal park and ride option with two bus stops located directly adjacent to the hub.



King's Lynn Neighbourhood Board 'Grand Vision'

KING'S LYNN
NEIGHBOURHOOD
BOARD

King's Lynn will be a successful and inclusive town for everyone, with flourishing communities and new opportunities for people to live, work and visit. It will be easy to travel in to and throughout the town, with a healthy, safe, and welcoming environment. Improved facilities, leisure, experiences and culture for people of all ages will ensure we are able to achieve our town's ambitions .

In 2024, King's Lynn was selected as one of 380 towns to benefit from the Government's Pride in Place funding, unlocking up to £20 million over the next 10 years. Extensive engagement was undertaken to inform this programme and set a 'Grand Vision' and priorities for the King's Lynn Neighbourhood Board.

Together with devolution opportunities set out by government, this creates the conditions for a step change in the town's regeneration.

King's Lynn Masterplan

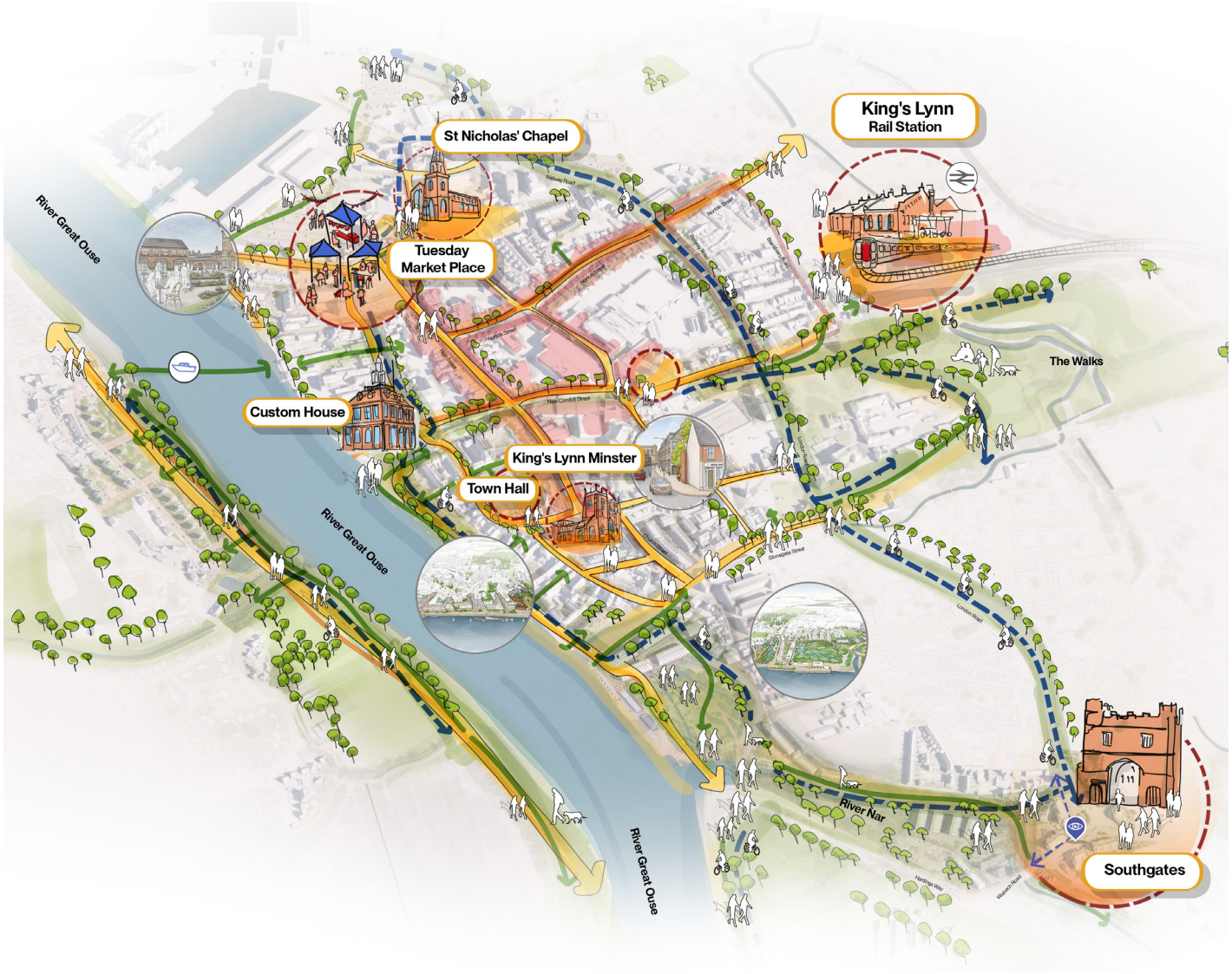
The King's Lynn Masterplan articulates how the 'Grand Vision' for King's Lynn can be translated into a practical plan for delivery of improvements to the built environment over the next 20 years.

A bespoke vision for the physical regeneration of the town seeks to promote a cohesive, town-wide approach to key issues such as flood risk, movement and access, housing delivery, and provision of open space.

The Masterplan Vision:

- Place King's Lynn's culture and heritage at the heart of new development
- Create outstanding spaces and buildings
- Bring underutilised buildings and town centre brownfield sites into use
- Deliver new sustainable high quality town centre living
- Celebrate the riverfront

The Masterplan vision has informed six town-wide strategies set out on the following page. These provide a co-ordinating framework for a series of site-specific interventions set out in the remainder of this prospectus which collectively represent a major opportunity for the sustainable regeneration of King's Lynn.



Masterplan Strategies

Evolve and Adapt

Drive visible, incremental change through early projects that build confidence, unlock investment, and lay the foundations for larger, long-term transformation across King's Lynn.

Land Uses for Local Needs

Reinforce King's Lynn's role as the heart of West Norfolk. Deliver homes, community, commercial and cultural uses that meet local needs, support town centre living, and contribute to strong economic, cultural and leisure activity throughout the day.

Harness History and Culture

Celebrate King's Lynn's heritage, using its historic fabric and form as a catalyst for high-quality, sustainable growth. Support and provide spaces for cultural industries.

Harness Natural Assets

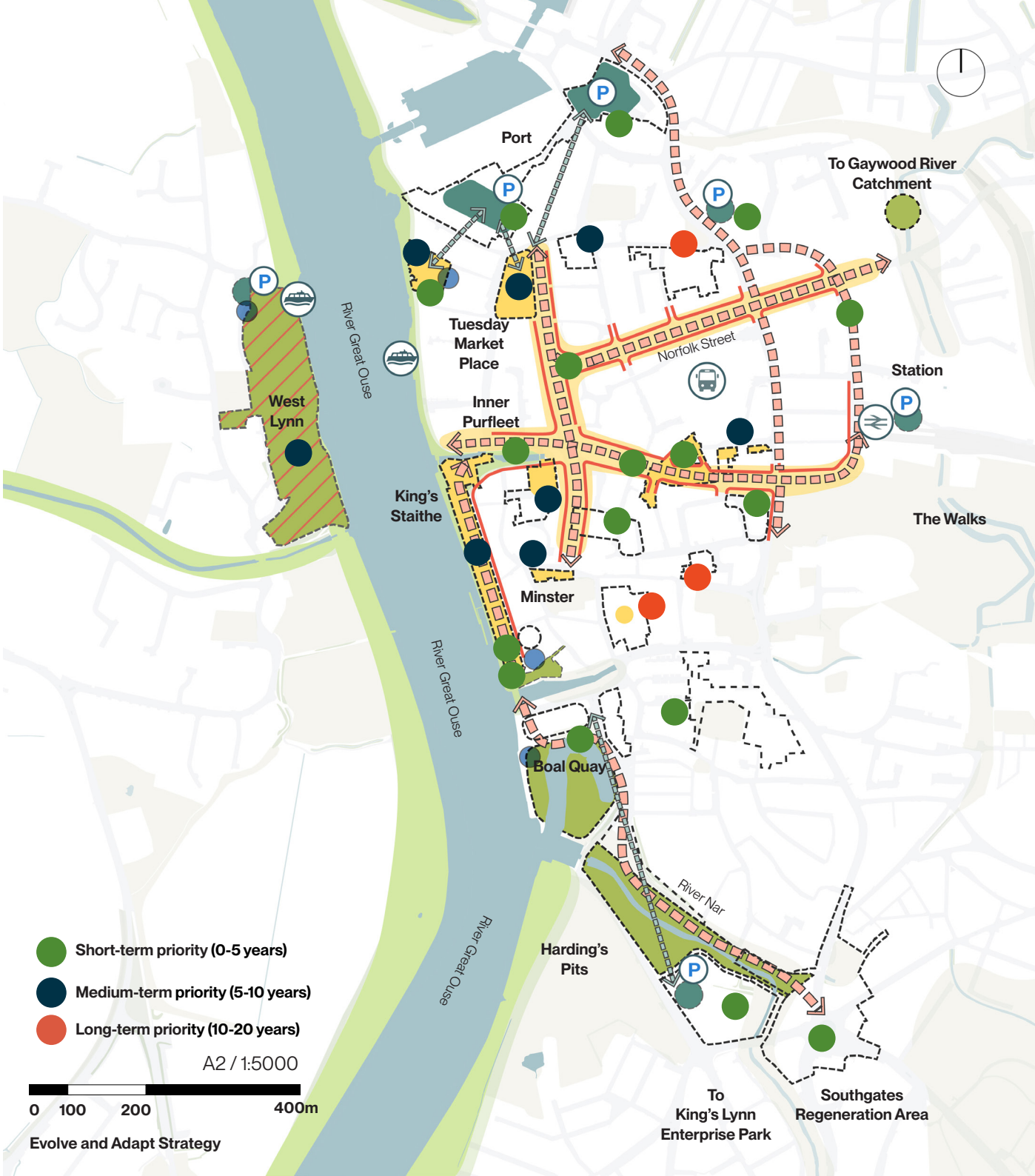
Celebrate King's Lynn's existing natural landscapes including the riverfront, open spaces and green infrastructure, and look for opportunities to sensitively enhance and add to these. Ensure a high quality of environment for existing and future users.

Transport and Access

Build a connected, people-first town by stitching walking and wheeling, cycling and public transport into a coherent door-to door network, making everyday travel and visitor access easy, inclusive and low-carbon.

Built Form and Public Realm

Repair and reconnect the urban fabric through mixed-use, higher-density development and public realm that brings activity, life, and balance back into the town centre.



The opportunity

Guided by the overarching framework set, the Masterplan identifies a number of 'opportunity sites' within the town centre which are well-placed for investment to deliver on the vision and strategies identified.

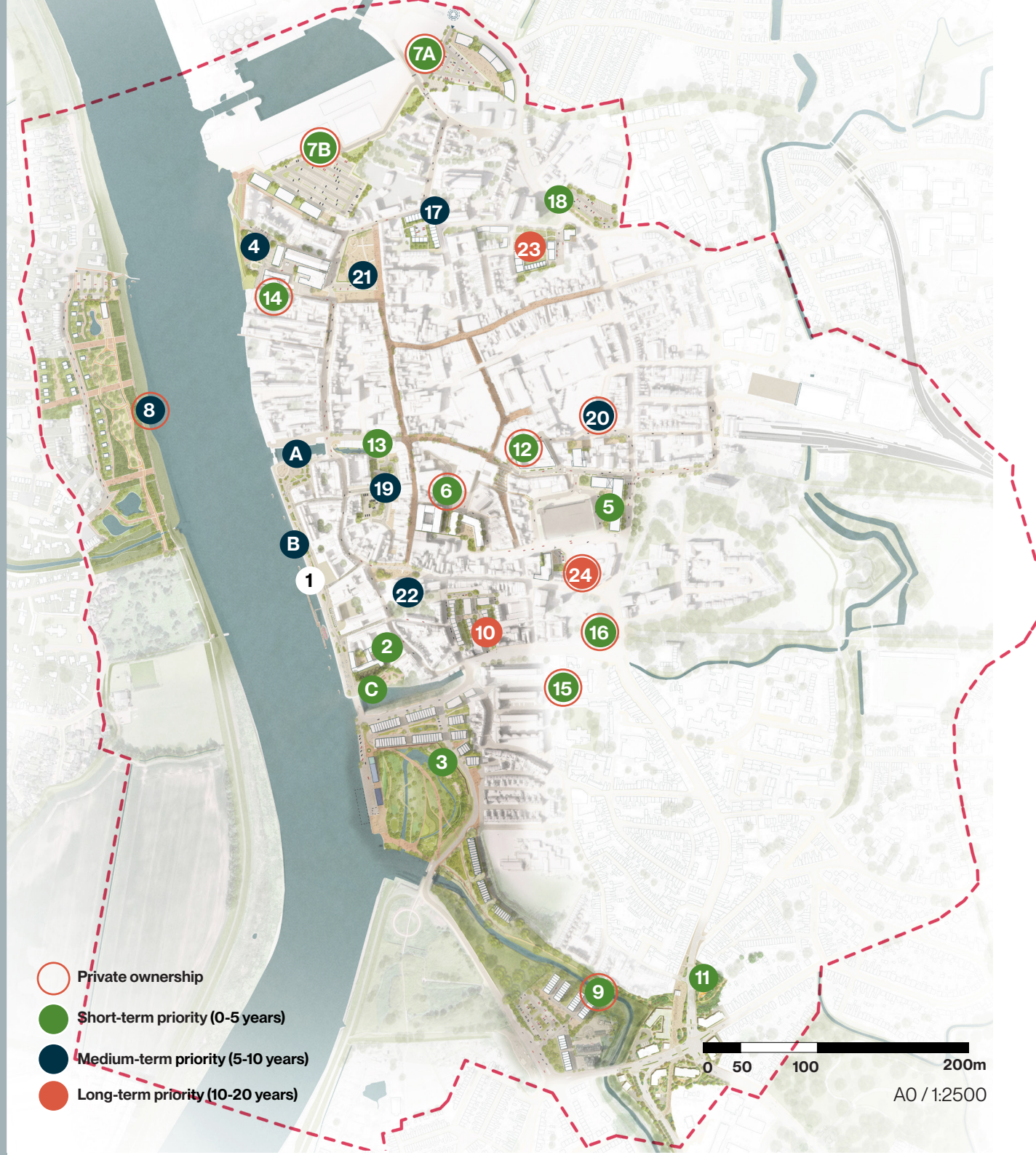
In combination with existing planned projects within the town, this demonstrates the opportunity for a step-change in delivery of new housing and public realm within the town centre.

Overall. there is potential to deliver:

- **730 new homes**
- **16,721sqm non-residential floorspace** across commercial, cultural and community uses
- **15.3ha of public realm and open space**

The Masterplan sites span both public and private ownership, and will be supported by the Local Authority and Neighbourhood Board for their contribution to wider ambitions for a step-change in delivery. These are interventions that will ensure the town achieves its vision and is sustainable and vibrant for people to live, work and visit.

Where projects are not subject to existing planning consents, the form and quantum of development is indicative and will need to be subject to further design and engagement prior to the submission of planning applications or commencement of works.



The table below summarises the quantum of development achieved across the Illustrative Masterplan.

Public realm · Housing · Adaptive re-use · Non-residential · Parking, transport and active travel

Site	Residential units			Non-residential floorspace (GEA sqm)	Public realm/Common Surface/Landscaping (sqm)	Non-residential use
	Apartments	Houses	Total			
1 Riverfront Public Realm	-	-	-	-		
A King's Staithe Square					2,590	
B South Quay					7,150	
C Devil's Alley					1,520	
2 Sommerfeld and Thomas Warehouse	-	-	-	3,000	2,000	Cultural, creative or commercial
3 Boal Quay	79	71	150	840	39,200	Maritime uses
4 Common Staithe Quay	12	-	12	750	4,250	Commercial and community
5 St James' Swimming Pool	59	-	59	970	2,100	Health and wellbeing
6 Former Debenhams Building	70	-	70	1,400	1,000	Commercial and cultural
7 Port Area and Timber Yard	-	-	-	3,170	12,150	Business, innovation and leisure
8 West Lynn	-	13	13	865	42,850	Tourism, commercial and sport
9 Land north of Wisbech Road	18	38	56	-	4,100	
10 Church Street Car Park	52	20	72	-	2,600	
11 Southgates Regeneration Area	88	4	92	176	14,200	Commercial
12 Former Post Office	34	-	34	1,905	-	Commercial and community
13 Inner Purfleet	-	-	-	-	1,250	
14 Former Baths building	-	-	-	890	-	Community or tourism
15 Hillington Square Phase 6 and Providence House	65	-	65	1,100	-	Community
16 Old Library	-	-	-	655	1,110	Cultural and community
17 Chapel Street Car Park	-	19	19	-	-	
18 Austin Street East Car Park	-	-	-	-	-	Car parking
19 Baker Lane Car Park	-	-	-	-	1,500	
20 Old Market Street	-	-	-	1,000	1,025	Commercial
21 Tuesday Market Place	-	-	-	-	6,650	
22 Saturday Market Place	-	-	-	-	1,000	
23 Juniper, Austin and Albert Street Car Parks	60	7	67	-	4,250	
24 St James Street Kwik Fit	21	-	21	-	740	
TOTAL			**730**	**16,721**	**153,235**	

Riverfront Public Realm

1

King's Lynn's riverfront presents an opportunity to bring forward heritage-led regeneration which capitalises on the town's interlinked historic, cultural and environmental assets. The site is fronted by historic warehouses, mercantile buildings and modern development in residental, non-residential and hospitality uses, and characterised by periodic lanes which lead back to the historic core.

While the historic character of the riverfront remains evident, at present this is compromised by the dominance of vehicles over pedestrian and cycle movement. There is a clear opportunity for people-centred and flood-resilient public realm improvements, as identified in the Public Realm Action Plan, to transform the riverfront into a celebrated maritime-focused destination, and act as a catalyst for further improvements to adjacent buildings and spaces, activating the river to encourage increased maritime activity.



Site details

Current Use: Operational quayside, highway, and public realm

Ownership: Various including Local Authority





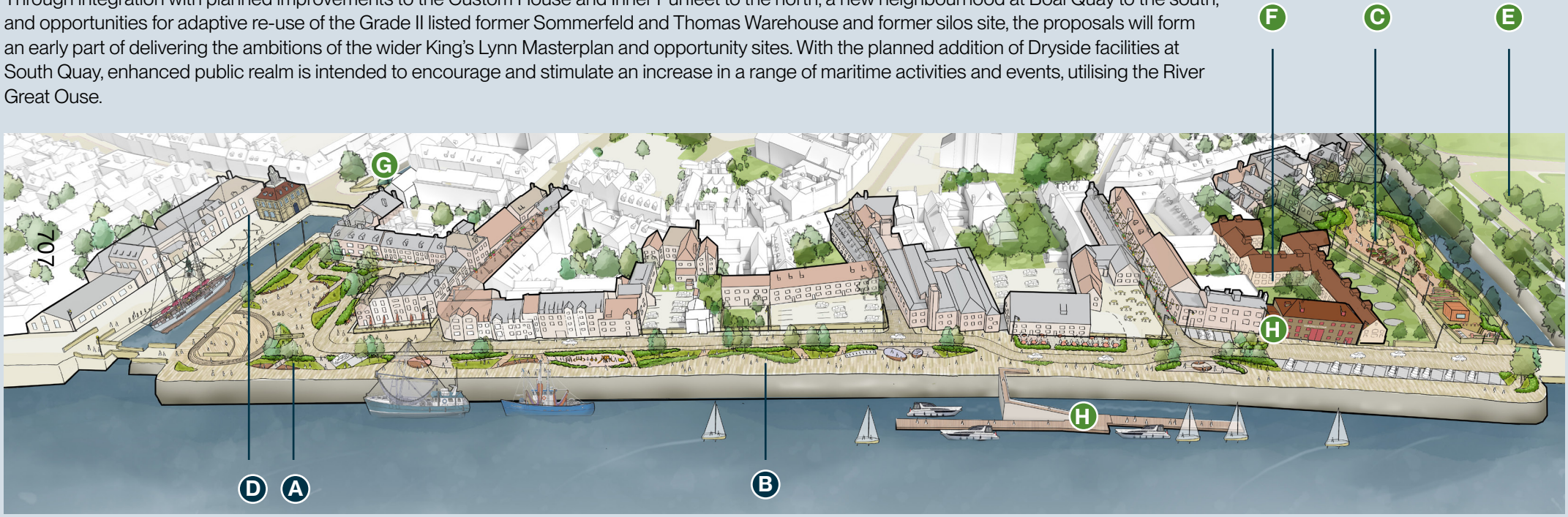
Site designations / constraints

- Adacent to Grade I, II* and II listed buildings including the Custom House, Marriot's Warehouse and Sommerfeld and Thomas Warehouse
- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues and widespread contamination
- Previous planning application for improvements to Devil's Alley withdrawn to allow further review with the community (24/00987/F)
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) and revitalisation of the Custom House (25/01326/LB)

The opportunity

Public realm improvements have been designed for three distinct areas along the riverfront, which collectively offer leisure, recreational and social spaces to strengthen King's Lynn's identity as a waterfront town.

Through integration with planned improvements to the Custom House and Inner Purfleet to the north, a new neighbourhood at Boal Quay to the south, and opportunities for adaptive re-use of the Grade II listed former Sommerfeld and Thomas Warehouse and former silos site, the proposals will form an early part of delivering the ambitions of the wider King's Lynn Masterplan and opportunity sites. With the planned addition of Dryside facilities at South Quay, enhanced public realm is intended to encourage and stimulate an increase in a range of maritime activities and events, utilising the River Great Ouse.



Riverfront - Indicative Artist's Impression

- **A King's Staithe Square**
- **B South Quay**
- **C Devil's Alley**
- **D Custom House**
- **E Boal Quay (Opportunity Site 3)**
- **F Sommerfeld & Thomas Warehouse (Opportunity Site 2)**
- **G Inner Purfleet (Opportunity Site 13)**
- **H Dryside facilities and visitor pontoons**

Further details on the proposals for King's Staithe Square, South Quay and Devil's Alley are provided on the following pages.

What's next?

The proposals have been developed with input from riverfront stakeholders and residents, including those who expressed concerns regarding previous proposals for Devil's Alley. Following broad buy-in, these are anticipated to be delivered as one of the first phases of the Masterplan - in tandem with or to encourage investment in the Sommerfeld and Thomas Warehouse.

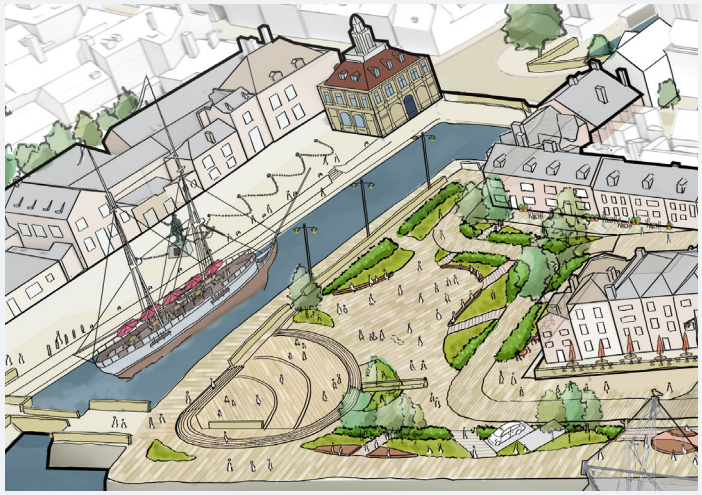
This will need to be informed by detailed ground surveys, which will also ensure that the extent of greening proposed along the wider riverfront - and its benefits in providing shade, shelter and green infrastructure can be achieved. This should also be reviewed to ensure that it is compatible with the existing programme of events hosted at King's Staithe Square.

King's Staithe Square

The concept design for King's Staithe Square introduces an organic layout to break up existing hard landscaping and integrate green areas with planting and trees suitable for the marine environment and ground conditions, complemented by fluid seating arrangements whilst supporting the use as an important events space.

The proposal defines distinct zones for potential outdoor dining, green lawns, and event spaces, while maintaining clear pedestrian circulation and accommodating essential vehicular and operational access and infrastructure. This aims to enhance everyday use, support community and cultural activities, and strengthen visual connectivity to the riverfront by continuing the design language of the riverfront proposals.

The illustration below shows the potential for a moored boat in the Purfleet, which could create a destination and focal point along the waterfront, helping to attract visitors, increase footfall, activate the quayside, and encourage people to spend more time in the area. It also provides an opportunity for complementary waterfront uses that contribute to the vibrancy and character of the riverfront.



King's Staithe Square - Indicative Artist's Impression



King's Staithe Square - RIBA Stage 2 concept design

South Quay

B

The concept design for South Quay provides a linear park and walkway with clear views across to West Lynn. This adopts a people-first approach prioritising safe movement for pedestrians and cyclists and reducing car dominance, while maintaining access for existing residents and businesses. The proposals will enhance the orange LCWIP route in this location on the Riverfront.

The proposal transitions from outdoor dining adjacent to King's Staithe Square and South Quay, to greener seating, informal play and quiet respite approaching Devil's Alley and wetland spaces at Boal Quay. It also provides seating and activity at Marriotts and Hanse House and Sommerfeld and Thomas.

Historic lanes will retain their cobbled surfaces and benefit from introduction of planting, lighting and renewed wayfinding.



South Quay - Indicative Proposed Layouts



South Quay - Indicative Artist's Impression

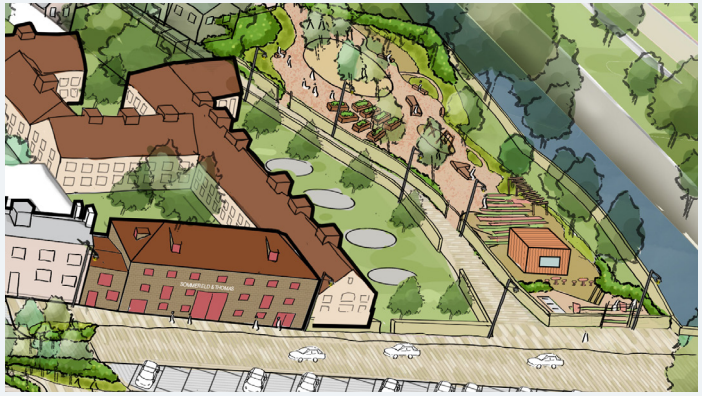
Devil's Alley

The concept proposal for Devil's Alley has been developed with the input of the local community in response to feedback on previous designs. The emerging plan creates character zones to balance privacy, community use, and riverfront activation.

Buffer planting along residential edges provides privacy while retaining open sight lines to encourage natural surveillance. Near the residential properties, a community space with raised beds offers social use.

An open lawn in the centre provides flexible green space for informal use that could include informal play tucked away from the buildings to reduce noise levels.

At the south west river edge, a proposed built structure acts as a visual marker which could host a café or pop-up events with an outdoor spill out space. There are opportunities to integrate this with adaptive re-use of the Sommerfeld and Thomas Warehouse and development on the former adjacent Grain Silos to the north (Opportunity Site 2). Both sites are subject to an overarching allocation (E1.8) in the Local Plan, which supports retention of Devil's Alley as Public Right of Way together with development of Sommerfeld and Thomas and the Grain Silos.



Devil's Alley - Indicative Artist's Impression



Devil's Alley - RIBA Stage 2 concept design

Sommerfeld and Thomas Warehouse

2

The Sommerfeld and Thomas Warehouse is a Grade II listed mid-18th century building adjacent to Devil's Alley, on South Quay. Together with an adjacent site formerly used to house grain silos, the building presents the opportunity for a mixed use such as creative, cultural or commercial complementary to the proposed public realm improvements at Devil's Alley.

In 2025 the building featured in Historic England's Heritage Investment Prospectus for its potential as a transformational project to protect heritage, promote high-quality new design, and create lasting value for investors and communities.In 2026 it received investment via Historic England's Heritage at Risk Capital Fund to support repair, conservation and enabling



Site details

Current Use: Vacant building

Ownership: BCKLWN

Total Area: 0.17ha, plus 0.13ha silo site



The following site designations, opportunities and constraints have informed the illustrative proposals set out overleaf:

- Flood Zone 3B (functional floodplain), including flood defences owned and operated by the Environment Agency
- Unknown ground conditions from historic infilling of the quay, with potential for structural issues
- Approved plans for new dryside facilities for leisure craft owners (24/00817/F) in adjacent annexe
- 2008 application for mixed-use development withdrawn
- 2014 application for 51-unit care home granted at appeal (14/00534/FM)
- Local Plan Site Allocation E1.8 envisages residential development of at least 50 dwellings at Sommerfeld and Thomas and the Grain Silos, alongside retention of Devil's Alley as a Public Right of Way; while wider riverfront allocation E1.KLR supports mixed-use redevelopment of the Riverfront.

The opportunity

The Sommerfeld and Thomas Warehouse presents an opportunity for a creative, cultural or commercial destination that strengthens connections between the waterfront and the surrounding urban fabric.

An indicative proposal has been developed which provides:

- **3,000sqm of mixed-use floorspace (suggested residential/cultural/commercial/creative use)**
- **2,000sqm of public realm/common surface/ landscaping**

712

What's next?

The adaptive re-use of Sommerfeld and Thomas was one of the most strongly supported elements of the Masterplan at public consultation. It is a key priority for the Borough Council,. As part of ongoing dialogue with interested parties, options will be considered for future use. Public sector funding opportunities will enable further detailed design and surveys required to secure funding, obtain planning permission and deliver the ambition. In line with the Evolve and Adapt strategy there are opportunities for repairs to, further de-risking of the site and meanwhile use of the building in advance of a long-term solution.



Sommerfeld and Thomas Warehouse - Indicative Plan

0 10 20 40m

A3 / 1:500

Boal Quay

3

Boal Quay currently comprises a 357 space car park adjacent to flood defences, the Nar Loop waterway and associated public open space at Hardings Pits. The Boal Quay itself is a dedicated quay for commercial fishing vessels to moor and land their catch.

The site has previously been subject to masterplanning work for creation of a new marina (in 2007) and a new residential led mixed use development (in 2018, known as Nelson Quay) which did not progress. Together with public realm improvements to the north and Hardings Pits open space to the south it represents a key opportunity to improve connections between the town, River Great Ouse, and nearby Southgates Regeneration Area, and provide a new neighbourhood which capitalises on its heritage, riverfront and landscape setting.



Site details

Current Use: Temporary surface car park, quayside and underutilised Nar Loop

Ownership: Local Authority

Total Area: 81,100 m² / 8.11 ha







Site designations / constraints

- Contains the Grade II*listed Whitefriars Gate, also a Scheduled Monument, and has high archaeological potential. Also adjacent to the King's Lynn Conservation Area and Grade II listed buildings along Bridge Street, terminated by Grade II* Greenland Fishery House.
- Flood Zones 2 and 3, and parts of the riverfront flood defence wall and Nar Loop.
- Previous ecological surveys have identified Black Redstarts and reptiles within the Nar Loop, bats in adjacent buildings, and potential for indirect impacts on the River Nar SSSI.
- Potential for contamination and archaeological remains from former industrial uses.
- Local Plan Site Allocation E1.5 and the wider King's Lynn Riverfront Regeneration Area Allocation E1.KLR envisage a high calibre mixed use including residential development.
- Temporary planning consents for retention of the existing car park have been granted periodically since 2000.

The opportunity

Boal Quay presents an opportunity to create a sustainable new neighbourhood embedded within its setting, providing a transition between the built riverfront and heritage buildings to the north and east, to wetland landscapes and community open spaces to the south.

A feasibility proposal has been developed to provide:

- **150 residential units**
- **840 sqm complementary non-residential floorspace (suggested use cafe/restaurant/ retail/workshop space for maritime industries)**
- **39,200sqm new and improved public realm and open space including maritime-related facilities**
- **9 car parking spaces for maritime industries, and 7 for resident or public parking**

What's next?

Following public consultation, the indicative proposal for Boal Quay has been refined to make greater reference to the site's industrial heritage and retain key views. Further development of the scheme will need to take the following into account:

- Re-provision of parking spaces elsewhere (see chapter 3, strategy 5 for parking strategy).
- Further site due diligence including flood risk and site infrastructure
- Engagement with the market to secure an appropriate delivery partner - ensuring a high quality scheme which drives demand and value.



Boal Quay - Indicative Plan

0 20 40 80m

A2 / 1:1000



Boal Quay Landscaping - Indicative Artist's Impression

Common Staithe Quay

4

Common Staithe Quay is located in the north-west of the town centre boundary adjacent to the River Great Ouse. It sits at the edge of King's Lynn's historic core within the King's Lynn Conservation Area.

The site comprises a river-edge 152 space car park and servicing area to the rear of the Corn Exchange Theatre, framed by historic buildings, late 1980s residential development to the north, and has views across the river and through narrow lanes linking back to Tuesday Market Place.

The site has its origins as the town's principal public quay from the 16th–19th centuries, and stone setts continue to demarcate the edge of the historic quay before it was infilled in the 20th century.



Site details

Current Use: Surface car park

Ownership: Local Authority and Conservancy Board

Total Area: 4280 m²/ 0.428 ha







The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Adacent to Grade II and II* buildings - Pilots Office and Baths building, Barclays Bank and Corn Exchange
- Archaeological interest associated with earlier quay alignments
- Flood Zone 3A
- Potential for contamination from history as a working quay
- Hard and functional nature detracts from historic setting
- Potential to improve permeability and connectivity to Tuesday Market Place
- New public realm and built environment to take cues from historic use, layout and surrounding townscape

The opportunity

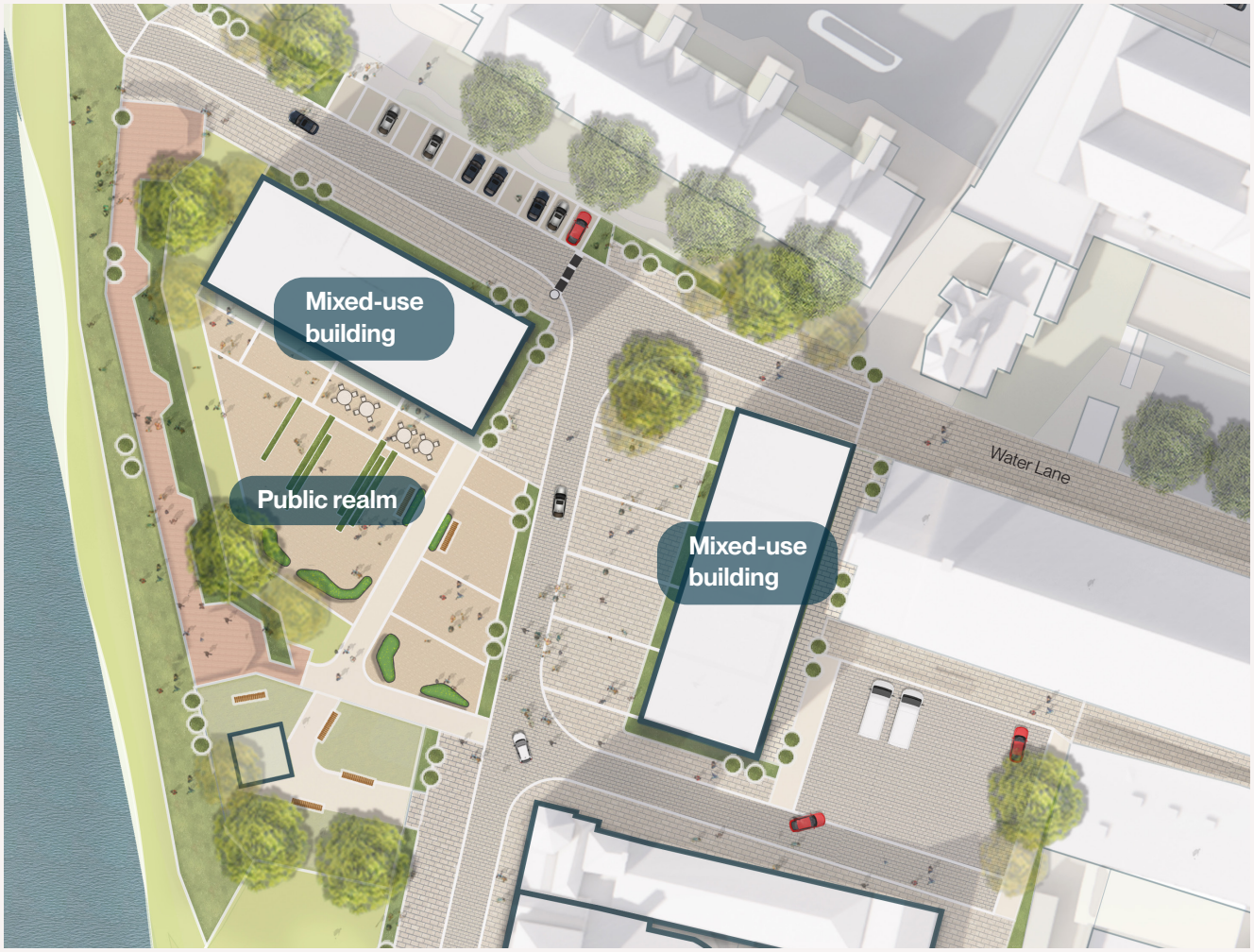
Common Staithe Quay presents an opportunty to provide a high quality, multifunctional public space which strengthens the relationship between the riverfront and town centre; with the potential for medium-scale development to the east and north of the site whilst supporting the existing function of the Corn Exchange.

An indicative proposal has been developed which provides:

- **750sqm of non-residential floorspace (suggested cafe/restaurant/workshop with retail)**
- **12 residential units**
- **12 retained car parking spaces, for residents**
- **4,250sqm of public realm, shared surface and landscaping**

What's next?

The proposals at Common Staithe Quay are likely to come forward in the medium term. Directly to the south, through stakeholder engagement the Council has identified the potential for adaptive re-use of the former Baths building for cultural, community, and tourism uses, which could act as a catalyst for investment in the Quay. At this point the indicative designs will need to be subject to further development. Funding opportunities will be identified and developer interest sought.



Common Staithe Quay - Indicative Plan

0 10 20 40m

A3 / 1:500



718

Common Staithe Quay - Indicative Artist's Impression

St James Swimming Pool

5

St. James Swimming Pool occupies a corner site bound by St James Road to the east and Blackfriars Street to the north. The opportunity site comprises an existing leisure centre, the 31-space Blackfriars Street surface car park and small area of hard and soft landscaping.

The site is centrally located with the train station, bus station, Library and Vancouver Quarter all within a five minute walking distance. Across St James Road the site provides views across the Walks Grade II Registered Park. To the west, it is next to the 645-space St James Multi-storey Car Park.

The leisure centre was originally constructed in the late 20th century. With rising operational and maintenance costs, and no capacity for expansion, the Borough Council has proposed to replace the facility with a new complex at Lynnsport. This will create a single, integrated sports and leisure destination - and provides an opportunity for regeneration of the existing site.



Site details

Current Use: Swimming pool/leisure centre, to be vacated

Ownership: Local Authority

Site area: 4760 m²/ 0.4760 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Adjacent to Grade II listed St James' Park and The Walks, and further listed buildings along Blackfriars Street and Blackfriars Road
- Adjacent to planned improvements to walking and cycling facilities between Railway Road and Baxter's Plain, including new crossings at the Railway Road/Blackfriars Road/St James Road/Blackfriars Street junction directly to the north-east of the site, as part of the King's Lynn Sustainable Transport and Active Travel Scheme (STARS).
- Opportunity to deliver increased height and density which acts as a visual landmark and offers views across the Walks

The opportunity

St James' Swimming Pool presents an opportunity to provide new residential or non-residential town centre uses including potential healthcare or hotel facilities through built development which provides a visual landmark, respects its heritage setting and improves connections between the town centre and the Walks.

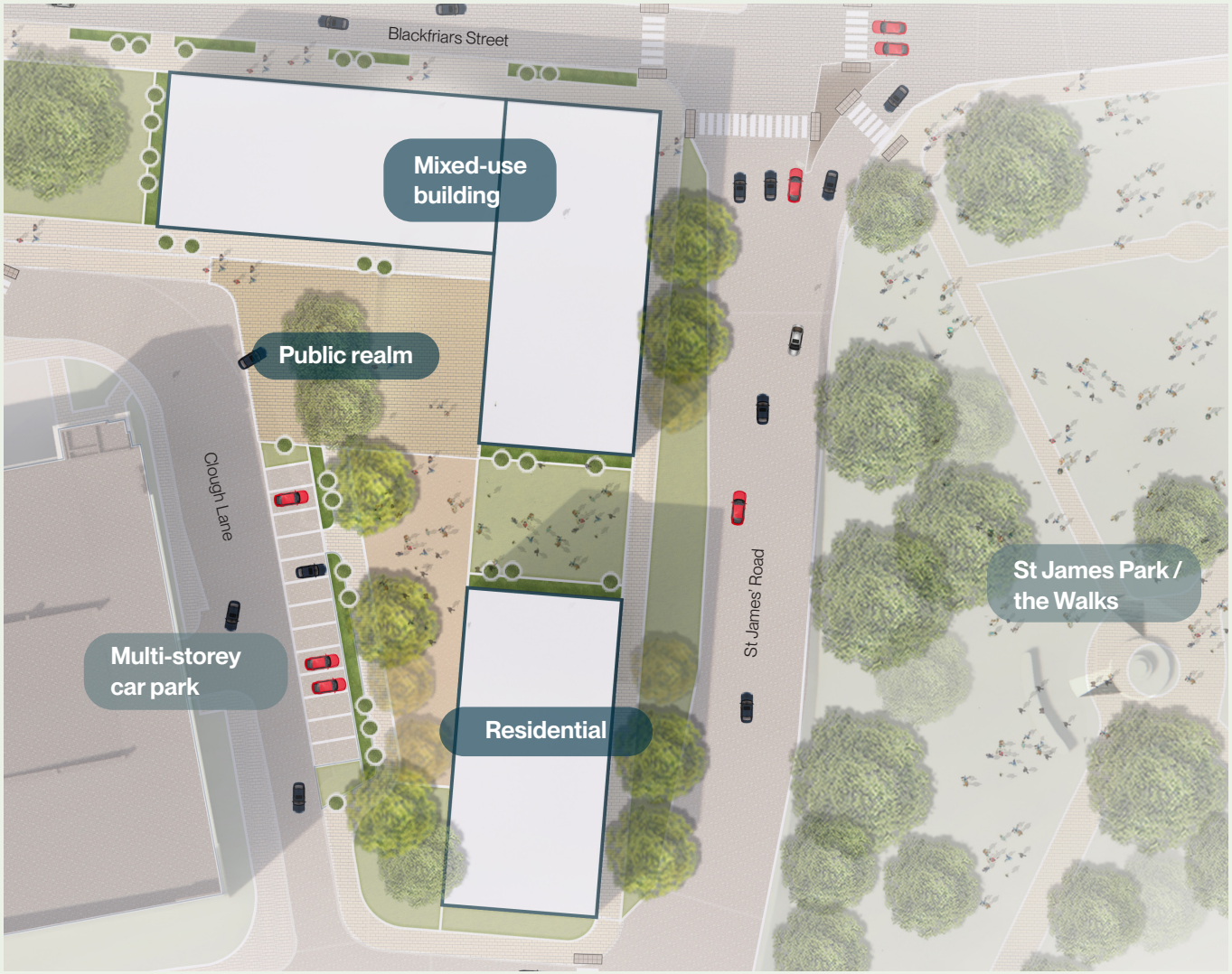
An indicative proposal has been developed which has the potential to provide:

- **59 residential units**
- **970sqm of non-residential floorspace (suggested health and wellbeing or hotel)**
- **2,100sqm of public realm/common surface/ landscaping**
- **17 parking spaces**

720

What's next?

The decision to move the swimming pool from the current site to Lynnsport is to be taken outside of the masterplan process. The site has been included in the Masterplan, and the Council will explore funding opportunities, to ensure that the site can continue to make a positive and active contribution to the town centre offer in line with the 10 Year Vision, following potential relocation of the current facility to Lynnsport.



St James Swimming Pool - Indicative Plan

0 10 20 40m

A3 / 1:500

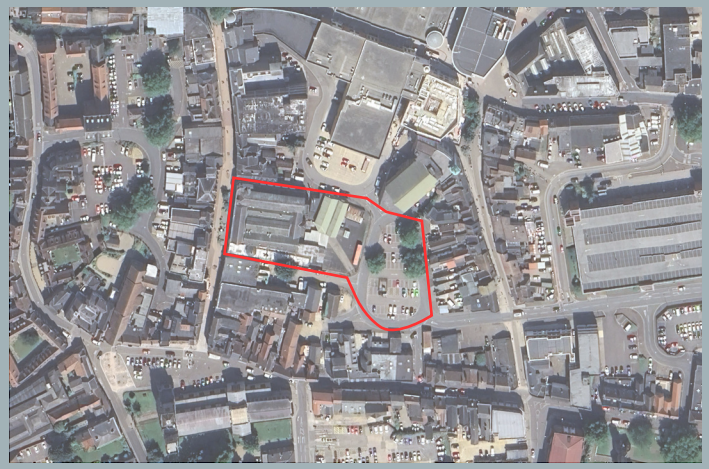
Former Debenhams

6

The former Debenhams building is located at the southern end of the High Street. The site is occupied by a large vacant retail unit which is an amalgamation of three separate properties fronting the High Street, with various additions and rear extensions. To the rear of the building lies a parking and servicing area for the unit accessed via St James' Court and the St James Court public car park (62 spaces).

The main building was built by Alfred Jermyn as the town's first department store in 1872 and has significance as a non-designated heritage asset. It has been vacant since Debenhams entered administration in 2020, and is largely empty of fixtures and fittings.

The site provides a substantial town centre development opportunity, sustainably located in close proximity to the bus station and train station.



Site details

Current Use: Vacant retail unit (Class E) and surface car park

Ownership: Third party and Local Authority (car park)

Site area: 5990 m²/ 0.5990 ha



Image Source: Google Street View



Image Source: Google Street View

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Previous planning consent for change of use and external alterations to create five residential units within part of the upper floors of the building - expired June 2026 (23/00163/F)
- Non-designated heritage asset within the King's Lynn Conservation Area
- Poor state of repair, with poor quality buildings with the potential for demolition and new build to the rear
- Inactive frontages onto the High Street which detract from the quality of the immediate public realm
- Substantial development opportunity to deliver high quality adaptive re-use and new development

The opportunity

The former Debenhams building and St James Court car park present an opportunity to capitalise on a prime town centre location to provide mixed-use residential and commercial development which activates key frontages and integrates with its surrounds. There is potential for phased development or meanwhile uses.

An indicative proposal has been developed which provides:

- **1,400sqm of Class E floorspace**
- **70 residential units**
- **1,000 sqm public space/common surface/ landscaping**

What's next?

The former Debenhams building was one of the most strongly supported elements of the Masterplan at public consultation. Strong stakeholder support and investor interest provides the opportunity to develop further a scheme that meets local needs and opportunities through an Enquiry by Design approach. Further engagement with the landowner to determine route for scheme delivery.



Former Debenhams - Indicative Plan

0 10 20 40m

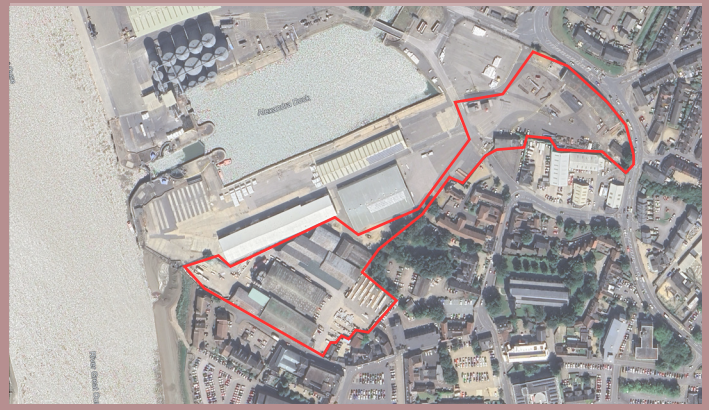
A3 / 1:500

Port Area and Timber Yard

7

King's Lynn Port is located to the north-west of the town centre and comprises a mix of working quays, warehouses and storage yards. It remains an operational commercial port, managed by Associated British Ports, with neighbouring landholdings accommodating supporting businesses. The port plays a key role in the sub-regional economy and King's Lynn's working maritime history and identity.

The opportunity site is split into two areas in separate ownership - the first a former timber and building merchants' yard accessed via Page Stair Lane, and the second a storage area to the east of Alexandra Dock within the boundary of the operational port accessed via John Kennedy Road and Edward Benefer Way. These are connected via a central joining strip which could be used to allow access to the southern parcel from the north. Any development will need to be compatible with existing adjacent port uses under the 'agent of change principle' set out in planning policy.



Site details

Current Use: Port-related activities and timber yard

Ownership: Third Parties

Total Area: 25,200 m² / 2.52 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Local Plan designation E1.2 King's Lynn Port covers the northern parcel of land, within which proposals must have regard to their compatibility with the port. Previous applications for residential redevelopment of the timber yard have been refused (11/00310/OM)
- Flood Zones 2 and 3
- Widespread contamination from ongoing operational use
- Archaeological interest associated with earlier quay alignments
- Constrained access from the south

The opportunity

The Port Area and Timber Yard presents an opportunity to provide new parking facilities, on a phased basis as demand dictates, enabling relocation of existing car parking from the historic core to a less sensitive location. The port's role as a living part of King's Lynn's maritime history may be promoted through public realm interventions and complementary business, innovation or leisure activities.

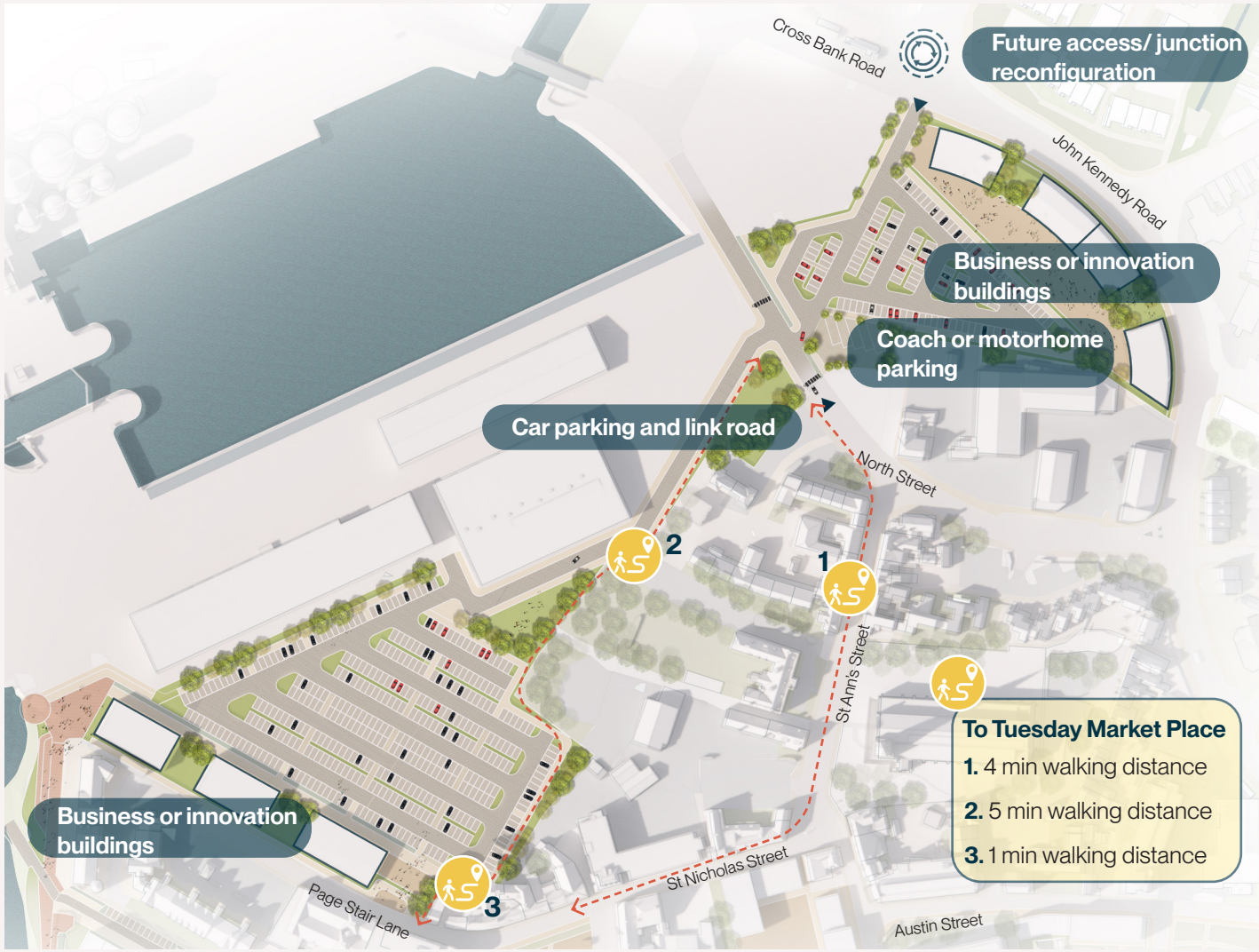
An indicative proposal has been developed which provides:

- **3,170sqm of commercial employment floorspace**
- **517 parking spaces**
- **Flexible parking provision, including potential for travel hub with capacity for coach and motorhome parking (min 4 indicative spaces)**

What's next?

The provision of new car parking spaces at the port will be key to unlocking the potential for public realm improvements and new development elsewhere within the Masterplan, and is a priority for the Council. This may be undertaken in a phased manner as land becomes available. The delivery of new non-residential development is likely to follow, in line with market demand.

The next step is development of a business case to secure investment and/or an operator to bring parking provision forward.



The Port Area and Timber Yard - Indicative Plan

West Lynn

The West Lynn Riverfront site encompasses land along the west bank of the River Great Ouse, opposite King's Lynn's historic core. Formerly the site of a Del Monte canning factory (the Lin-Can building) demolished in 2008, the site now comprises vacant and overgrown scrubland. The site is adjacent to a path along the river which forms part of the King Charles III coastal path.

Historically used for small-scale industry and wharfage, the area has seen gradual decline in active river-related use. The King's Lynn Transport Srategy identified West Lynn as a potential area for improved ferry connectivity, riverside public realm, and complementary development. The Council has recently announced its intention to provide a new pontoon at West Lynn, and refurbish existing town centre landing facilities.

The site is owned by Del Monte.



Site details

Current Use: Vacant site

Ownership: Third Party

Total Area: 48,794 m² / 4.8 ha







The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Setting of and views towards the King's Lynn Conservation Area on the eastern riverbank
- Adjacent to Grade II* listed St Peter's Church and Grade II listed buildings on the west bank
- Majority Flood Zone 3A
- Overgrown scrubland requiring survey works to determine ecological value and Biodiversity Net Gain requirements
- Potential for widespread contamination from previous industrial uses
- Constrained vehicular access via residential scale roads
- Opportunity to further enhance ferry facilities, public transport, and pedestrian connections including to the Norfolk Coast Path. The case for these would be strengthened by development of destinations at West Lynn that encourage greater footfall through landscaping, leisure amenities and small scale residential.

The opportunity

The West Lynn site presents an opportunity to improve visual and functional connections with the town centre through enhancements to access, public realm and nature-based leisure. While built development should be limited in response to the site's environmental value and constraints, there is potential for limited residential development along the site's western edge to meet local housing need.

An indicative proposal has been developed which has the potential to provide:

- **865sqm of non-residential floorspace across potential tourism accommodation, commercial uses and associated outdoor leisure - capitalising on improvements to ferry facilities**
- **42,850sqm of open space, landscaping, outdoor facilities and public realm**
- **Potential to introduce additional sports facilities and water-based recreational activities**
- **13 residential units**
- **83 parking spaces for ferry passengers**
- **Improved access infrastructure at the ferry terminal**

726

What's next?

Delivery will be progressed through discussions with the landowner. Future designs should be informed by early ecological surveys to establish the biodiversity value of the site and ensure this is factored into development of the proposals.



Land North of Wisbech Road

9

The site comprises a parcel of land located to the south of the town centre, currently accessed via Wisbech Road. It is adjacent to Southgates to the east, Hardings Way / Hardings Pits to the west., and bound to the north and east by Friars Fleet, the final section of the River Nar before it meets the Great Ouse to the south of Boal Quay, which separates the site from an existing residential area to the north at Whitefriars.

The site comprises a mixture of residential, industrial and former industrial uses, with green space to the north.



Current Use: Industrial

Ownership: Local Authority and Third Party

Total Area: 1.65ha



Image Source: Google Street View



Image Source: Google Street View



Image Source: Google Street View

The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Flood Zones 1, 2 and 3A
- Potential for contamination from existing and former industrial uses
- Existing poor quality footpath along Friars Fleet limits connections between Southgates and Boal Quay, the riverfront and town centre - opportunity to connect areas earmarked for regeneration
- Adjacent Anglian Water pumping station including cordon sanitare easement
- Local Plan Site Allocation E1.10 for development of at least 50 dwellings

The opportunity

Land North of Wisbech Road presents an opportunity to relocate existing town centre car parking to a less heritage-senstive location, while delivering high quality residential development to meet local housing need, public realm which respects the ecologically sensitive context of the River Nar, and improvements to physical and visual connectivity between Southgates and the Riverfront.

An indicative proposal has been developed which provides:

- **56 residential units**
- **4,100sqm of public realm**
- **89 parking spaces allowing relocation of spaces from town centre sites with the potential to utilise existing bus routes on Hardings Way to access town centre quickly**
- **A public transport priority route for sustainbale access to the town centre**

What's next?

The provision of new car parking spaces at this site will be key to unlocking the potential for new development elsewhere within the Masterplan, and is a priority for the Council. The delivery of new residential development will be pursued in tandem with sites at Boal Quay and Southgates, to meet local housing need and achieve an economy of scale to realise funding opportunities.



Land North of Wisbech Road - Indicative Plan

Church Street Car Park

10

Church Street comprises a 243-space surface level car park, abutting the southern boundary of the town centre.

The site is located in an area of transition linking the edge of the town centre and the Hillington Square residential development to the south with surviving 15th century buildings on the west of Church Street leading to the historically significant civic buildings around the Minster and Saturday Market Place in the north and west, and connects to the River Ouse via Boal Quay to the south west.

The site forms a substantial break in the historic and fine-grained townscape of King's Lynn, and provides a valuable opportunity to restore the urban integrity of the town centre.



Current Use: Surface Car Park

Ownership: BCKLWN freehold with third party lease

Total Area: 6650 m²/ 0.665 ha





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Surface car parking and associated vehicle movements through historic streets detract from the setting of the Grade I listed Minster, two Grade II listed buildings along Stonegate Street and the rear of Grade II listed buildings along St James Street.
- Poor east-west connections serve to fragment routes for walking and cycling
- Future Flood Zone 2 - all development must be appropriately flood resilient and resistant
- Opportunity to fill gap in urban grain with high quality built development
- Requirement for archaeological investigation.

The opportunity

Church Street Car Park presents an opportunity to deliver high quality residential development and multifunctional public space which together repair the urban grain in a prominent town centre location.

An indicative proposal has been developed which provides:

- **72 residential units**
- **2,600sqm of public realm**
- **28 car parking spaces for residents, with the potential for further on-street parking for residential or public use**

730

What's next?

Land ownership constraints, and the requirement to re-provide parking elsewhere prior to its redevelopment mean that Church Street is likely to be one of the Masterplan sites delivered in the long term. Development of detailed designs must ensure that properties are fully flood resilient in line with Local Plan Flood Design Guidance, and that appropriate access can be achieved for large vehicles including fire appliances and refuse vehicles. This must be developed with ongoing reference to the site's heritage context and views towards the Minster, with the involvement of heritage stakeholders.



Church Street Car Park - Indicative Plan

A3 / 1:500



Church Street - Indicative Artist's Impression

Southgates Regeneration Area

Southgates has functioned as the southern entry point to the town since medieval times and the 15th Century South Gate, which is both Grade I listed and a Scheduled Ancient Monument, remains the main vehicular entrance today.

Today Southgates' rich heritage is compromised by the presence of large-scale highways infrastructure and underutilised brownfield land. The speed and volume of vehicular movement through the historic monument causes degradation to its fabric and setting, and surrounding assets.



Current Use: HIghways junction, vacant buildings/land and bus depot

Ownership: Local Authority and third party

Total Area: 3.40 ha (33,960 sqm)





The following site designations, opportunities and constraints have informed the design principles and illustrative proposals set out overleaf:

- Grade I listed South Gate, also a Scheduled Monument
- Entrance to the King's Lynn Conservation Area
- Contamination from former industrial uses
- Majority Flood Zone 1, with areas of Flood Zone 2 and 3
- Vacant brownfield sites and buildings

The opportunity

The Southgates Regeneration Area Masterplan proposes a placemaking-led scheme of major highways and public realm improvements, alongside new residential development, which will open up the historic South Gate as a major asset for the town.

A feasibility proposal has been developed to provide:

- **92 residential units**
- **176sqm of commercial floorspace**
- **Enhanced landscaping and public realm**
- **Enhanced access and setting to the South Gate**
- **New dedicated pedestrian and cycle routes to connect to the wider LCWIP network**

The Southgates Masterplan Development Plan Document, available on the BCKLWN website, provides further information on key design principles that any future proposal will be expected to follow.

What's next?

Consultation on the Masterplan has re-affirmed support for the Southgates proposals from the public and Historic England. These were first consulted on in their current form in 2021, following which the indicative design was further developed in 2022 and subject to pre-application consultation with BCKLWN and Historic England. The comments received, and further engagement, should be used to shape detailed designs. Scheme development work to date enables progression of planning application and site clearance works, subject to funding and next stage of local authority approval.



Southgates Regeneration Area - Indicative Plan



Southgates Regeneration Area - Indicative Artist's Impression

Former Post Office

12

The former Post Office building is located on Baxter's Plain within the town centre of King's Lynn and occupies a prominent island site within an important civic space. Constructed in 1939 as a Post Office and Telephone Exchange, the building was designed in a Neo-Georgian style and historically served as a key communications hub for the town and surrounding region. Although the building ceased operation as a post office in 2007, it remains a notable civic landmark that contributes to the character of Baxter's Plain and the surrounding townscape. The site sits close to several heritage assets and the wider conservation area, reinforcing its historic role within a cluster of public buildings in this part of the town. Current regeneration proposals for Baxter's Plain identify the building as an opportunity for adaptive reuse.





Current Use: Vacant building

Ownership: Private

Total Area: 0.19 ha

Site designations / constraints

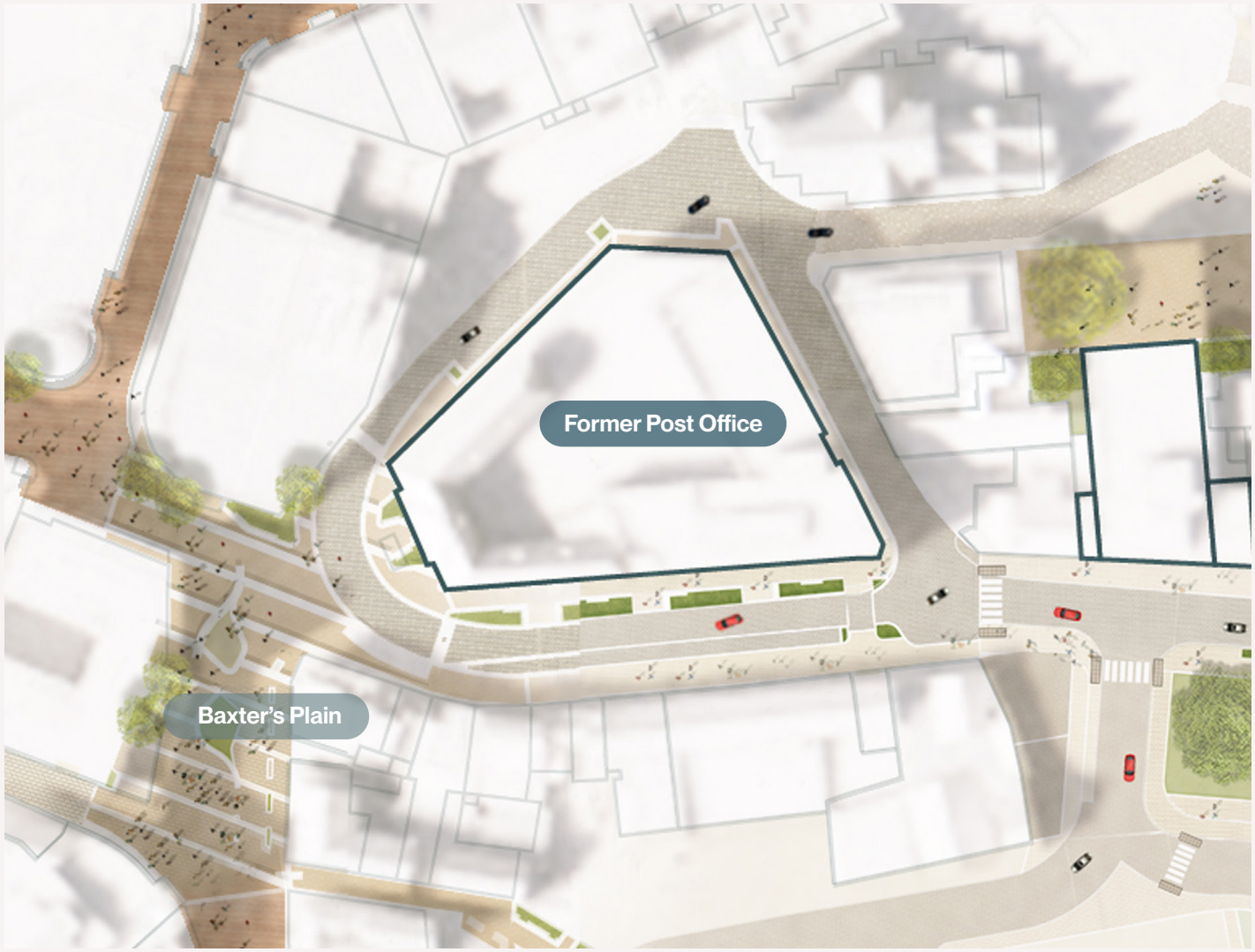
- The site is located adjacent to the King's Lynn Conservation Area.
- Several Grade II listed buildings are located in close proximity.
- Extant planning consent for 34 apartments and 1905sqm of non-residential floorspace.

The opportunity

The proposal aims to revitalise the former Post Office site, which benefits from an implemented planning consent, through the adaptive reuse of the existing building. The scheme introduces a mixed-use development with active commercial uses at ground floor and residential units above, helping to increase activity and footfall within the town centre. By bringing the currently underused building back into productive use, the development supports the wider regeneration of Baxter's Plain and strengthens its role as an important civic space.

The extant planning consent for the site provides:

- **34 residential units**
- **1,905 sqm of non-residential floorspace**



Indicative Plan

0 10 20 40m

A3 / 1:500



Adaptive re-use of Former Post Office - imagery from existing planning consent 21/01568/FM - copyright Yeates Design LLP

West Winch Masterplan

The West Winch Strategic Growth Area is the largest and most strategically important site for housing in West Norfolk and will bring up to 4,000 new homes as well as a new housing access road. It will also offer employment opportunities, commercial space, community resources, health facilities, education, play facilities, public open spaces, and transport links all on one site.

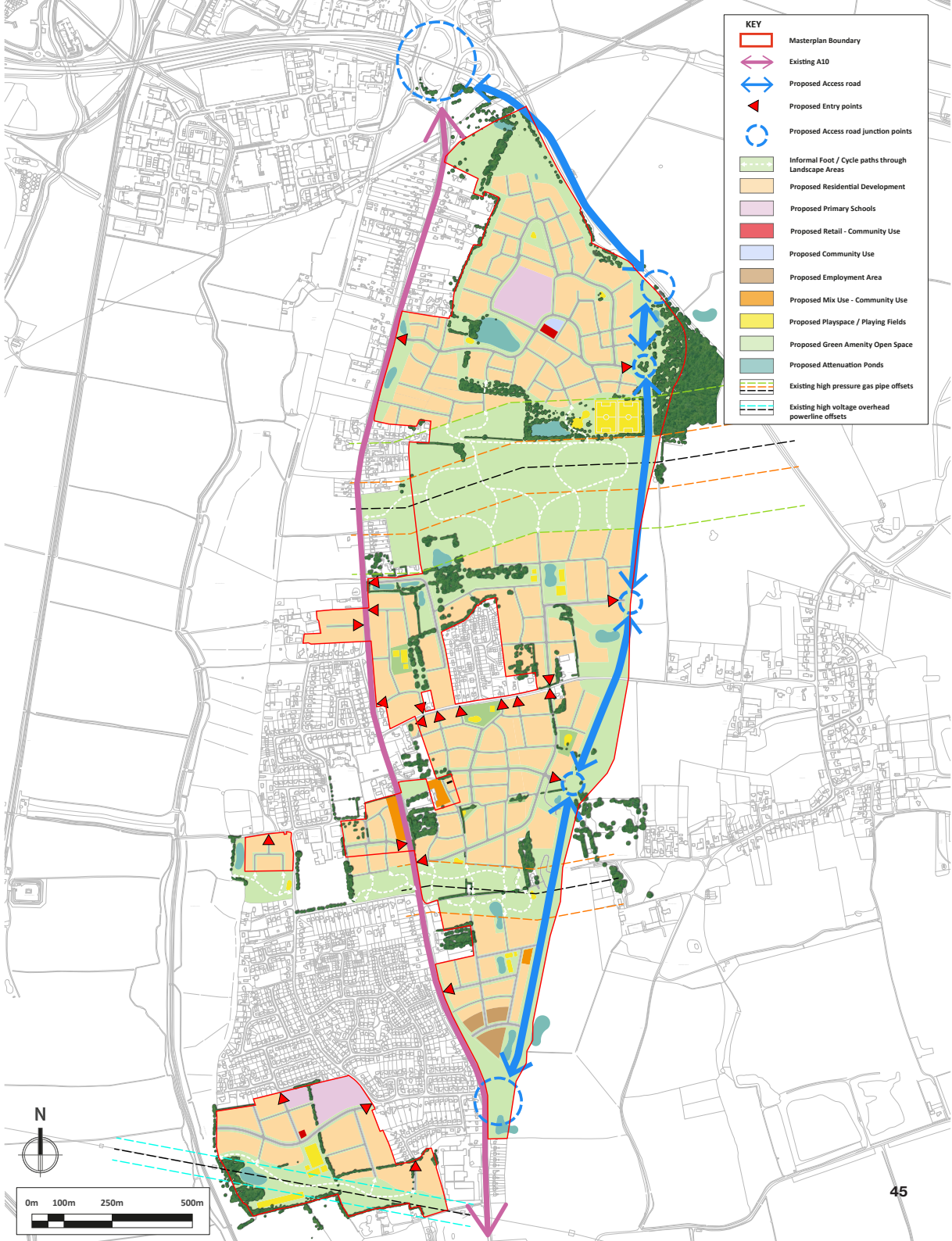
The aim is to integrate a large number of new homes and associated facilities with the existing village community, create a range of major improvements, and shape a place that promotes a sense of community among its residents - existing and new.

Location

The West Winch Strategic Growth Area is a significant area of land covering 196 hectares. The growth area is located to the south-east of King's Lynn and includes parts of the parishes of West Winch and North Runcton. It is roughly bounded by the A10 to the west, the A47 to the east, and the Setchey to Blackborough End road to the south. It stretches around 3.5km north-south and around 1.5km east-west. The area fringes the village of West Winch and the main road (A10) north towards King's Lynn town.

At the core will be up to 4,000 new homes to meet housing need - of which 20% will be affordable housing. But the site will offer much, much more:

- Means of access including a housing access road, new road junctions and alterations to existing junctions
- Employment land
- Local commercial centres including community, residential and healthcare uses
- 2 new primary schools
- Playing fields
- Open green spaces and other amenity areas
- Drainage systems
- Public transport, cycle, and pedestrian routes
- Other related physical infrastructure.



West Winch Masterplan, by WSP

Planning status

- Allocated for up to 4000 homes in local plan.
- Neighbourhood Plan including policies relating to the growth area adopted.
- SPD Framework Masterplan Adopted
- Outline planning permission for up to 1110 new homes.
- A further outline planning application for 500 homes currently being considered by planning team
- Planning Permission for West Winch Housing Access Road granted

739

Land ownership

There are three elements of landownership.

- Northern Portion
- Collaboration Land
- Zurich Assurance Land (Metacre)

The northern portion has outline planning for up to 1110 homes and the landowners have a developer on board.

The remaining land falls within the collaboration agreement land area or the Zurich Assurance land ownership.

Zurich own 131 acres of land. An outline planning application for 500 homes has been submitted by Metacre and is currently pending consideration.

The Collaboration Land comprises of 220 acres, owned by multiple landowners collaborating through a Collaboration Agreement that is in place. There is currently no developer engaged for this land.

West Winch Housing Access Road (WWHAR)

A key element of the Local Plan allocation is the provision of a West Winch Housing Access road. This will serve the growth area and make sure traffic from the new development has a minimal impact on the existing A10 as it passes through the village of West Winch. Specific access points will draw traffic away from the A10.

The West Winch Housing Access Road will also address existing traffic problems on the A10 by providing an alternative route around the village that conforms to Major Road Network standards.

Norfolk County Council, supported by the Borough Council, have completed the full design of the road and obtained full planning permission.

Funding of £120m to deliver the road in full has been secured from both DFT and Homes England to deliver the road . There is a developer contribution of £14 m across the entire growth area towards the road. This has been forward funded by Homes England and will be recovered as part of the Framework S.106 contributions.

Works to divert two high pressure gas mains on site have commenced with the construction of the road scheduled to commence in early 2027 and completion in 2029. Norfolk County Council will deliver the WWHAR.

Collaboration agreement

A legal agreement that allows multiple landowners to work together in a fair way so they can bring forward their land for development and make an equal contribution to the strategic infrastructure.

Progress to date and key milestones

- **2011** – West Winch Strategic Growth Area allocated in Local Plan
- **2018** – the Infrastructure Delivery Plan was agreed between the relevant partners and adopted by the borough council.
- **2018** – Borough Council agreed strategy to unlock delivery of growth area by facilitating delivery of key infrastructure and collaboration between landowners
- **January 2023** - Framework Masterplan SPD adopted.
- **March 2024** – Homes England Funding secured to Forward Fund developer contributions towards Housing Access Road & Department for Transport Funding for remaining delivery costs of the road
- **2025** – Outline Planning Permission for 1110 homes granted
- **November 2025** – Planning Permission for Housing Access Road granted
- **January 2026** – Landowner Collaboration agreement signed
- **May 2026** – National Gas Transmission (NGT) gas main diversions to commence to enable delivery of Housing Access Road
- **2027** – Construction of Housing Access Road to commence
- **2029** – Housing Access Road to open

Scan the QR code for more information on development and investment opportunities in King's Lynn and West Norfolk.

BDP.

Borough Council of King's Lynn & West Norfolk

INVEST IN KING'S LYNN & WEST NORFOLK

Built Original.

REPORT TO CABINET

Borough Council of King's Lynn & West Norfolk

DATE OF MEETING	17th November 2026
REPORT TITLE	Disposal of Land at Morston Drift, South Lynn
LEAD MEMBER	Cllr Simon Ring, Cabinet Member for Business
LEAD OFFICER	Liz Macdonald
CONSULTEES	Carl Holland, Assistant Director Finance Cllr Joyce and Cllr Kemp Ward Councillors for South and West Lynn
WARDS AFFECTED	South and West Lynn

KEY DECISION	YES
DECISION MAKER	Cabinet
IS THE REPORT OPEN OR EXEMPT	PART EXEMPT If not for publication, the paragraph(s) of Schedule 12A of the 1972 Local Government Act considered to justify this is paragraph 3

FINANCIAL IMPLICATIONS	YES
HR IMPLICATIONS	NO
POLICY IMPLICATIONS	NO
STATUTORY IMPLICATIONS	YES
RISK MANAGEMENT IMPLICATIONS	YES
ENVIRONMENTAL IMPLICATIONS	NO
EQUALITY IMPACT ASSESSMENT COMPLETED	YES – pre-screening completed; full Equality Impact Assessment not required.

SUMMARY OF REPORT

The Council owns Plots M1 and part of Plot M2 at Morston Drift, South Lynn. Heads of terms have been agreed, subject to Cabinet approval, for the disposal of approximately 3.5 acres to the East of England Ambulance Trust (EEAT) for development of a new ambulance base.

The proposed disposal would generate a capital receipt to support the Council's Capital Programme. The agreed consideration and supporting valuation evidence are set out in the exempt appendix.

Cabinet approval is sought to proceed with the disposal on the terms set out in this report and the exempt appendix.

RECOMMENDATIONS

Cabinet resolves to:

1) Approve the disposal of the Council's freehold interest in Plot M1 and part of Plot M2, Morston Drift, South Lynn, to the East of England Ambulance Trust on the terms set out in the exempt appendix. 2) Delegate authority to the Assistant Director for Property, in consultation with the Cabinet Member for Business, to finalise the terms of the disposal and agree any non-material amendments necessary to complete the transaction.
REASON FOR DECISION
To secure a capital receipt representing the best consideration reasonably obtainable for the land, supporting delivery of the Council's Capital Programme, whilst enabling East of England Ambulance Trust to develop a new ambulance base serving King's Lynn, West Norfolk and the wider area.

CORPORATE STRATEGY **How does this proposal support our Corporate Priorities** Our priorities | Corporate Strategy 2023 - 2027 | Borough Council of King's Lynn & West Norfolk	
Promote growth and prosperity to benefit West Norfolk	Yes. Selling to the East of England Ambulance Trust will support health and wellbeing of the wider community of West Norfolk, South Lincolnshire and Cambridgeshire.
Protect our Environment	Not directly applicable.
Efficient and effective delivery of our services	Not the Council's direct services but will support the new QEH Hospital.
Support our communities	Will support the health and wellbeing of our communities through efficient delivery of Ambulance services

REPORT DETAIL

1. Introduction

1.1 Property Services identified the sites as suitable for the requirements of the East of England Ambulance Trust in terms of site configuration and access to the transport network the proposed provision will be servicing.

1.2 Negotiations have concluded with the East of England Ambulance Trust for a disposal of the freehold interest in the site.

1.3 The sites have previously been marketed for a mixed residential and commercial development. The proposed disposal to the EEAT incorporates the commercial element, along with part of the site that was marketed for residential development. The remainder of the site will continue to be marketed for residential use.

2. Background

2.1 The land is situated in the South and West Lynn wards and comprises approximately 3.5 acres of undeveloped land. The surrounding uses include residential development and the King's Lynn Enterprise Park. The land has been marketed by the Council's agent, Brown & Co.

2.2 The site has been identified by the EEAT as meeting its criteria for the location of an Ambulance Base to support West Norfolk and the wider catchment area extending to Lincolnshire and Cambridgeshire.

2.3 EEAT has confirmed that funding is available to acquire the land and construct the facility. The funding is time limited and therefore requires the Council to determine the proposed disposal promptly.

3. Proposal

3.1 Terms have been agreed for the sale of the land to EEAT. The disposal will be subject to the Trust securing planning permission for their proposed use, and satisfying themselves of all other due diligence matters, such as ground conditions.

4. Options Considered

4.1 The following options have been considered.

Option 1 – Dispose of the land (Recommended)

- Enables EEAT to progress a new ambulance base in a strategically important location for the provision of emergency services to West Norfolk and the surrounding catchment area.
- The disposal supports the Council's Capital Strategy 2026–27 (paragraph 3.8, Capital Financing) through the generation of a capital receipt to support the Capital Programme. Having regard to the marketing undertaken and valuation evidence set out in the exempt appendix, the proposed consideration is considered to represent the best consideration reasonably obtainable for the land.

Option 2 – Do not sell to EEAT

- EEAT has advised that other sites in King's Lynn have been considered and discounted. Not proceeding with the proposed disposal would therefore risk the proposed facility not being located on this site and may affect EEAT's delivery timetable.

- The site will continue to be marketed as a mixed commercial and residential opportunity.

4.2 Therefore Option 1 is the recommended option.

5. Financial Implications

5.1 The proposed disposal will generate a capital receipt which will be applied in accordance with the Council's Capital Strategy and capital financing arrangements.

5.2 The agreed consideration and supporting valuation evidence are set out in the exempt appendix. Based on the marketing undertaken and the valuation evidence available, officers consider that the proposed consideration represents the best consideration reasonably obtainable for the land in accordance with Section 123 of the Local Government Act 1972.

6. HR Implications

6.1 None

7. Policy Implications

7.1 The proposal is consistent with the Council's Property Disposal Policy. It also supports the Council's Capital Strategy 2026–27 by generating a capital receipt to support the funding of the Capital Programme.

8. Climate Change and Environmental Implications and considerations

8.1 None

9. Statutory and Legal Implications

9.1 Under section 123 of the Local Government Act 1972, the Council may dispose of land in any manner it considers appropriate, subject to its duty to obtain the best consideration reasonably obtainable. For the reasons set out in this report and the exempt appendix, officers consider that the proposed terms meet this requirement.

10. Health and Safety Implications

None

11. Consultees

11.1 Ward Members for South and West Lynn have been consulted on the proposal

12. Equality Impact Assessment

12.1 A pre-screening Equality Impact Assessment has been completed, identifying no adverse impacts.

13. Risk Management Implications

13.1 The purchaser's funding is time limited and delay in determining the proposed disposal may affect EEAT's ability to proceed.

13.2 The disposal remains subject to planning permission and satisfactory purchaser due diligence.

13.3 Each party will meet its own legal costs. If the transaction does not proceed, the Council will therefore bear its own abortive costs.

14. Conclusion

14.1 The proposed disposal will enable EEAT to progress a new ambulance base at Morston Drift while generating a capital receipt for the Council. Having regard to the marketing undertaken and valuation evidence set out in the exempt appendix, officers consider that the proposed terms represent the best consideration reasonably obtainable. Cabinet is therefore recommended to approve the disposal.

LIST OF APPENDICES
• Exempt Appendix A – Disposal terms and financial details.

LIST OF BACKGROUND PAPERS
• Site plans showing the titles to be disposed of.

PRE SCREENING EQUALITY IMPACT ASSESSMENT				
For equalities profile information please visit Norfolk Insight - Demographics and Statistics - Data Observatory				
Name of policy/service/function	Sale of Land as detailed in the report			
Is this a new or existing policy/ service/function? *(tick as appropriate)*	New		Existing	Yes

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.**	Sale of land as detailed in the report				
Who has been consulted as part of the development of the policy/service/function? – new only *(identify stakeholders consulted with)*	N/A				
Question	**Answer**				
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? **Please tick the relevant box for each group.** **NB. Equality neutral means no negative impact on any group.** ***If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.*** ***For more information on health inequalities please visit The King's Fund***		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	
Please provide a brief explanation of the answers above: The land has been marketed on the open market over a period of time and the offer received represents best consideration.					



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	
If 'yes' to questions 2 - 3 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary: **Decision agreed by EWG member: ……..**		
4. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?	No	**Actions:**
If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section		**Actions 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	**Liz MacDonald**	
Job title	**Assistant Director, Property**	
Date completed	**23.10.26**	
Reviewed by EWG member	**Allison Bingham**	**Date** **23.10.26**
✓ Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy (corporate.policy@west-norfolk.gov.uk)		

GENERAL EXCEPTION NOTICE TO THE CHAIR OF THE CORPORATE PERFORMANCE PANEL OF A KEY DECISION TO BE MADE BY THE CABINET NOT PREVIOUSLY INCLUDED ON THE PUBLISHED FORWARD PLAN

Under Regulation 9 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, local authorities are required to publish a Forward Plan of key decisions to be made by the Executive at least 28 clear days before the date of the meeting at which the decision is to be taken.

In the event that the publication of the intention to make a key decision at least 28 days before the meeting is impracticable, the local authority must inform the Chair of the relevant overview and scrutiny committee (Corporate Performance Panel) of "*the matter about which the decision is to be made*", in accordance with Regulation 10 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

The following notice is hereby provided:

Matter about which the decision is to be made
Cabinet may make the following key decision at its meeting on 17th November 2026 **Recommendation:** *1) Approve the disposal of the freehold interest in Plots M1 and Part Plot M2, Morston Drift, South Lynn, as set out in this report.* *2) Delegate authority to the Assistant Director for Property, in consultation with the Cabinet Portfolio Holder for Business, to finalise the terms of the disposal, including any non-material amendments.* **Reason for Decision:** To enable the Council to realise a capital receipt from the disposal of non-core assets and support the delivery of the Council's Capital Programme. To ensure that the East of England Ambulance Trust secures the site to accommodate their required provision in accordance with their delivery strategy to provide the optimum service delivery

Reasons why compliance with Regulation 9 was impracticable
The Council's constitution defines a key decision as follows: *an executive decision which is likely –* *(a) to result in the local authority incurring expenditure which is, or the making of savings which are, significant having regard to the Council's budget for the service or function to which the decision relates; or* *(b) to be significant in terms of its effect on communities living or working in the area comprising two or more wards and electoral divisions in the Council's areas where significant under a) above is £500,000 or more and significant under b) above is one third of the resident population in a ward.* The total financial value of the disposal is over the key decision level. *The East of England Ambulance Trust (EEAT) agreed heads of terms for the sale of the sites M1 and M2 to them on 22nd October so there has not been time to place the proposed disposal on the Forward Plan in advance of Cabinet. The disposal process has been foreshortened by the EEAT's funding programme demanding an in principal decision on the sale within less*

than one month from the initial approach on 21st September 2026. Since that initial approach negotiations have been conducted leading to the terms for the disposal being agreed on 22nd October.

This notice is to be published 5 clear days before the identified key decision may be taken by Cabinet on 17th November 2026



Name Kate Blakemore, Chief Executive

Date: 4th November 2026

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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