

Recommendations to Cabinet on 9th June 2026 from the Regeneration and Development Panel held on 2nd June 2026

RD10: **Cabinet Report - West Norfolk Economic Strategy and Action Plan**

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The Portfolio Holder for Business and Deputy Leader presented the report, reminding Members that the West Norfolk Economic Strategy had previously been agreed and that the document before them set out the associated two-year delivery plan.

The Economic Growth Officer explained that the plan would operate as a “live” document, subject to annual review and monitored against a series of key performance indicators.

The Chair thanked the Portfolio Holder for Business and Deputy Leader and officers for the report and invited questions and comments from the Panel, as summarised below.

In response to a question from the Chair, it was explained that the plan had been developed on the assumption that Devolution would progress, and that it was important to ensure projects were sufficiently developed to take advantage of future opportunities.

In response to a question from Councillor Collingham, it was confirmed that detailed information regarding delivery was included within the report, including work relating to the new hospital.

Councillor Blunt requested clarification on how performance would be measured. It was explained that the Council’s progress would be monitored corporately, supported by data analysis and the use of technology. It was also noted that available resources needed to be considered.

Councillor Ratcliffe welcomed the inclusion of Downham Market and expressed the hope that the Panel would have the opportunity to provide input into individual projects as they progressed.

The Vice Chair, Councillor Osborne, commented positively on the partnership working demonstrated within the plan.

In response to a question regarding Youth Hubs, it was confirmed that three hubs were planned across Norfolk, including one in King’s Lynn.

Councillor Colwell welcomed the inclusion of the A17 flyover and the emphasis on BOOST projects. He queried whether Hunstanton Library should be included and it was explained that this was being considered separately.

Councillor Bubb asked how the benefits of the proposed projects could be reflected within the planning application process. It was explained that, where appropriate, strategic context could be provided to support applications.

Councillor Kemp addressed the Panel under Standing Order 34, expressing support for initiatives aimed at helping young people into employment. She also asked whether ward-level data would be made available to Members and commended efforts to attract GPs to King's Lynn.

The Portfolio Holder, Councillor Ring, thanked officers for their work in preparing the plan, noting the significant amount of work involved. He commented that the plan provided a strong overview of potential achievements and would be kept under regular review.

The Chair noted the Panel's comments, particularly in relation to performance monitoring, and requested that the Panel be kept informed of progress as appropriate.

RESOLVED: That the Regeneration and Development Panel support the recommendation to Cabinet, as set out below.

Recommendation to Cabinet:

That Cabinet approve the West Norfolk Economic Strategy Action Plan 2026 - 2028.