

DATE:	22/07/2026		
TITLE:	King's Lynn Enterprise Zone – Active Travel Hub		
TYPE OF REPORT:	Update		
PORTFOLIO(S):	Cllr Beales		
REPORT AUTHOR:	James Grant & Joshua Ojugo		
OPEN/EXEMPT	OPEN	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	No

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
This report supports a presentation to the Regeneration and Development Panel regarding the delivery of the Active Travel Hub (ATH) at the King's Lynn Enterprise Park. Following the recent deferral of the scheme by the Planning Committee, this report clarifies how the ATH was developed, evaluated, and approved through the King's Lynn Town Deal and Neighbourhood Board business case processes. The Panel is invited to consider the presentation and provide comments, which will be forwarded to the Local Planning Authority as late correspondence to assist the Planning Committee in determining the application.
KEY ISSUES:
The projects aims to make it easier for people to get around King's Lynn without relying on the car. Our Active Travel Hubs will provide safe, convenient places to park bikes, connect to walking, cycling and public transport routes, and make everyday journeys simpler and healthier. By linking the Enterprise Park with the town centre and surrounding communities, the hubs will help reduce congestion on Nar Ouse Way, support local businesses, and create a greener, more attractive place to live, work and visit. Following the Planning Committee's decision to defer the application, this presentation gives the Panel an opportunity to review the key delivery requirements for the King's Lynn Enterprise Park Active Travel Hub (ATH): • Operational Readiness & Design: The presentation demonstrates that suitable operational arrangements are in development, the site location is appropriate, flood risks have been thoroughly considered, and the hub's design directly responds to user needs. • Strategic Impact: The ATH is a technically robust, fully funded scheme. Delivering it is aligned with the strategic priorities and objectives in the King's Lynn Transport Strategy and emerging King's Lynn Masterplan and Parking Strategy; all aimed to reduce town-centre congestion and support mode shift where possible, whilst providing infrastructure to support the development of the Enterprise Park and wider Nar Ouse Regeneration Area. To assist the Panel's review, it is helpful to note that this project aligns with a well-established governance pathway that the R&D Panel has guided at key stages: • September 2022: The Panel previously reviewed and supported the initial draft Business Case (RD52) in line with the HM Government's Green Book 5 case model, which established the strategic, economic, financial, commercial and management case to inform the investment decision by the Borough Council and King's Lynn Town Deal Board (now known as the KL Neighbourhood Board). The commercial case specifically outlines the operational approach to the ATH.

- **March 2026:** More recently, the Panel supported recommendations (RD85) to progress infrastructure works at the Enterprise Park, including the delegation of delivery contracts for the Western infrastructure and Active Travel Hub.
- **Oversight Framework:** Because the scheme is fully funded by the Towns Fund, ongoing programme oversight sits with the Neighbourhood Board, in accordance with the approved Local Assurance Framework.
- The project has ongoing monitoring by the **Council Members'** Major Projects Board.

To ensure all members have had visibility of how this hub fits into the wider borough strategies for Active Travel, an all-member briefing was held on **7th April 2026** (led by the Principal Project Manager, Regeneration Programmes Officer, and the Project manager). This session contextualised the ATH within the broader Local Cycling and Walking Infrastructure Plan (LCWIP) and the borough's wider transport strategy. *The briefing materials remain available via Democratic Services for reference:*

The project has now reached a critical delivery window to meet the funding deadlines for the Town Deal and Business Rates Pool, and to ensure the most efficient programme delivery alongside the wider western infrastructure already approved for the Enterprise Park. Whilst ensuring all planning queries are fully answered, further delays to the final decision will result in compounding capital cost increases driven by project management overheads and construction inflation and risk losing critical match funding from the Norfolk Business Rates Pool (£0.9m).

OPTIONS CONSIDERED:

N/A

RECOMMENDATIONS:

To consider the presentation on the delivery of the King's Lynn Enterprise Park Active Travel Hub (ATH) and provide comments to officers.

To note that, where necessary, the Panel's comments will be formally forwarded to the Local Planning Authority as late correspondence, ensuring they are fully considered by the Planning Committee when determining the application.

REASONS FOR RECOMMENDATIONS:

To ensure that the Local Planning Authority and its Planning Committee are provided with comprehensive, clarified information regarding the strategic context, governance, and operational viability of the Active Travel Hub. This will enable the Committee to confidently determine the proposed planning application for the King's Lynn Enterprise Park following its previous deferral.

REPORT DETAIL

1. Introduction

This report provides an overview of the King's Lynn Enterprise Park Active Travel Hub (ATH) as a core component of the Active and Clean Connectivity (ACC) project within the King's Lynn Town Deal. It establishes the Towns Fund context, sets out the formal governance and oversight arrangements, and outlines the role of the Neighbourhood / Town Deal Board in business case development and strategic monitoring

2. Proposal/Post Implementation Review/Monitoring Report.

The Active Travel Hub at the King's Lynn Enterprise Park is a capital infrastructure initiative funded via the Government's Towns Fund allocation. It is designed to initially deliver a high-quality multi-modal facility comprising:

- Approximately 50 car parking spaces;
- 6 dedicated electric vehicle (EV) charging points;
- Secure, covered cycle parking;
- Integrated e-cycle and scooter charging infrastructure; and
- Supporting user facilities, including secure smart lockers.

The initiative is structurally aligned with the "sustainably connected town" theme of the King's Lynn Town Deal and sits within the wider ACC programme. Its primary objectives include:

- Establishing a secure, convenient, and reliable fringe-of-town interchange node at the King's Lynn Enterprise Park.
- Improving the affordability, reliability, and convenience of low-carbon travel options to and from the town centre, specifically targeting employees, commuting businesses, and visitors.
- Actively reducing single-occupancy, car-only commuting into the town centre, thereby easing urban traffic congestion and aligning with the Borough Council's Climate Emergency declaration and the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP).
- Enhancing physical connectivity between core employment zones, developing residential developments, and the primary town centre.

The project is currently transitioning into its delivery phase. While physical construction is pending final planning determination, the scheme has been rigorously assessed against the targets set out in the Town Investment Plan and ACC framework. The proposal successfully demonstrates that it creates the vital edge-of-town infrastructure required to intercept single-occupancy vehicles, encouraging a direct transition to active or mass transit modes.

3. Issues for the Panel to Consider

Following the recent deferral of the scheme by the Planning Committee, the Panel is invited to consider the presentation and provide feedback to help inform the upcoming planning decision. Members may wish to focus their comments and questions on the following broad areas:

- Any comments or questions regarding the design, location, operational arrangements, or environmental considerations.
- The role of the Active Travel Hub within the wider Enterprise Park development, its alignment with the borough's transport strategies, and the implications of project timescales.

The Panel is requested to provide any comments or observations they wish officers to pass to the Local Planning Authority as late correspondence, ahead of the Planning Committee determining the application.

4. Corporate Priorities

The Active Travel Hub (ATH) proposal is explicitly aligned with the four key priority themes set out within the **Borough Council of King's Lynn & West Norfolk Corporate Strategy 2023 - 2027**:

- **Promote growth and prosperity to benefit West Norfolk:** The ATH provides critical infrastructure that supports economic growth and local business expansion within the Nar Ouse Enterprise Zone, making the King's Lynn Enterprise Park a highly accessible and attractive location for commercial investment and plot sales.
- **Protect our environment:** By intercepting vehicles at the edge of the town, the hub directly reduces single-occupancy car journeys into the town centre. This directly mitigates traffic congestion and improves local air quality, contributing to the council's commitment to create a cleaner, greener borough and respond to the Climate Emergency declaration.
- **Support our communities:** The facility encourages healthy, active lifestyles by expanding high-quality, safe, and secure infrastructure for cycling, walking, and e-mobility. It improves connectivity between key residential areas, training/educational sites, and employment nodes, ensuring equal access to local opportunities.
- **Efficient and effective delivery of our services:** Operating as a fully funded Towns Fund project under the targeted governance of the Neighbourhood Board, the scheme demonstrates sound fiscal management. It delivers long-term strategic transport objectives without creating an unfunded financial deficit for local capital budgets.

5. Financial Implications

The capital delivery of the ATH is funded through a combination of two external streams:

- **The King's Lynn Town Deal Allocation:** Funded via the Government's Towns Fund Programme within the ring-fenced budget for the Active and Clean Connectivity project.
- **The Business Rates Pool:** Secured specifically to support the delivery of the infrastructure required at the King's Lynn Enterprise Park.

A critical condition of the Business Rates Pool allocation is that these funds must be fully committed by September 2026.

Financial oversight is maintained by the Section 151 Officer in the Council's capacity as the Accountable Body. Any significant variation to project scope, timelines, or delivery structures would risk failing to meet the imminent Business Rates Pool spend deadline, potentially exposing the Council to clawback or funding shortfalls, and would require formal escalation through the Towns Fund approvals process.

6. Any other Implications/Risks

- A primary operational risk relates to ongoing project delays. Further deferrals expose the scheme to sector-specific construction inflation, increased project management overheads, and potential grant funding clawback risks from central government.

- If the hub fails to secure the necessary shift in commuter behaviour, it could impact output metrics reported to the government, potentially affecting wider perceptions of the Town Deal programme. This risk is mitigated by tying the hub directly into the borough's comprehensive LCWIP infrastructure network.

7. Equal Opportunity Considerations

The ATH is explicitly designed to promote inclusive access to regional employment and services. Detailed design stages and subsequent operations will ensure full compliance with the Equality Act 2010. This includes ensuring step-free multi-modal changes, accessible EV charging bays, and tailored, secure storage facilities designed to accommodate non-standard adapted cycles and mobility equipment.

8. Environmental Considerations

The project brings substantial environmental benefits. Intercepting inward-bound vehicles at the Enterprise Park boundary reduces vehicle exhaust emissions within urban air quality management areas. It also actively supports the transition to electric vehicles by expanding the borough's public EV charging network.

9. Consultation

The Active Travel Hub proposal has been systematically developed through detailed stakeholder engagement and was informed by community feedback collected during the initial Town Deal Business Case formulation. The statutory public consultation process is being executed through the standard local planning authority framework, and further targeted stakeholder consultation will occur during the detailed operational design phase.

10. Conclusion

The King's Lynn Enterprise Park Active Travel Hub represents a vital, fully funded intervention within the King's Lynn Town Deal framework. Under the governance and scrutiny of the Neighbourhood Board, the project is structured to deliver clear, long-term environmental and economic connectivity benefits for the Enterprise Park and the wider borough. The Panel is requested to consider the presentation, note the project's robust governance history, and provide advisory comments to assist in the upcoming determination of the planning application.

11. Background Papers

Presentation - King's Lynn Enterprise Park Active Travel Hub - Review and Development Panel - 22nd July 2026 - James Grant