

AGENDA ITEM NO: 9/1(a)

Parish:	King's Lynn	
Proposal:	Application for the phased development comprising the change of use of the land to an Active Travel Hub, alongside the construction of a single storey hub building, surface car park, pedestrian infrastructure, access, landscaping and ancillary works.	
Location:	Development Site W of Nar Ouse Way King's Lynn Norfolk PE30 5FR	
Applicant:	The Borough Council of King's Lynn And West Norfolk	
Case No:	25/01783/FM (Full Application - Major Development)	
Case Officer:	Julie Barrow	Date for Determination: 6 January 2026 Extension of Time Expiry Date: 31 July 2026

Reason for Referral to Planning Committee – In accordance with the Planning Scheme of Delegation

Neighbourhood Plan: No

Members Update

Members will recall that this application was deferred from the 1st June 2026 Planning Committee in order for the proposed development to be further reviewed by the Regeneration and Development Panel and for further operational detail to be provided.

The proposed development is to be considered at the Regeneration and Development Panel meeting due to take place on 22nd July 2026, after the date of the publication of this report. The outcome of this meeting will therefore be reported to Members in late correspondence.

In the meantime, the Applicant has submitted a 'Project Delivery Report' providing further detail on several points raised at Planning Committee on 1st June 2026, particularly the key objectives of the proposed development, the operational model and financial viability of the scheme and the likely representative user groups.

The Applicant has provided clarification on the key objectives of the proposed development, which are set out in the Project Delivery Report as:

Enhance connectivity – Establish a clear and highly visible link between the King's Lynn Enterprise Park (KLEP), residential communities, and the town centre;
Congestion relief – Reduce peak-hour traffic pressures along the Nar Ouse Way corridor;
Public Health and decarbonisation – Encourage a shift towards active travel and public transport, supporting a cleaner, healthier, and more sustainable town;

Economic growth and regeneration – Deliver enabling infrastructure, including the western access road, to support the continued development of the KLEP and the wider Nar Ouse Regeneration Area.

Updates made to this report can be seen in bold throughout.

Case Summary

The application site relates to a parcel of land measuring approx. 1.45 Ha at the King's Lynn Enterprise Park, located on the western side of Nar Ouse Way, King's Lynn.

Full planning permission is sought for the phased development involving the change of use of the land to an Active Travel Hub, including the construction of a single storey hub building, surface car park, pedestrian infrastructure, access, landscaping and ancillary works.

The cycle 'hub' building comprises covered and secure cycle parking for 48 regular bicycles, six cycle hoops for adapted cycles and one long cycle hoop for longer cycles. Lockers and a cycle repair stand will also be available within the hub. There are a further four cycle hoops proposed outside. Toilets, showers and changing facilities will be included within the hub.

The car park will include 236 car parking spaces including 201 standard bays, 11 accessible bays, 20 standard electric car charging bays, 4 accessible electric car charging bays and 12 motorcycle bays.

Two new bus-stops are proposed on Nar Ouse Way for the 'EXCEL' bus services to and from the town centre, plus an internal bus drop-off area and landscaped public courtyard.

The development is proposed to be delivered through two phases.

Key Issues

Principle of Development
Character and Appearance
Highway Safety
Flood Risk and Drainage
Contamination
Landscaping
Ecology
Any other matters that require consideration prior to the determination of the application

Recommendation

APPROVE

THE APPLICATION

The application site relates to a parcel of land measuring approx. 1.45 Ha at the King's Lynn Enterprise Park, located on the western side of Nar Ouse Way, King's Lynn.

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Two new bus-stops are proposed on Nar Ouse Way for the 'EXCEL' bus services to and from the town centre, plus an internal bus drop-off area and landscaped public courtyard.

A phasing plan accompanies the application showing how the development will be delivered in two stages.

Phase 1 –

Cycle hub and WCs / changing facilities, 33 standard parking bays, 4 accessible parking bays, 3 standard EV bays, 3 accessible EV bays, new footpath link to the Nar Ouse Way and new bus stops on Nar Ouse Way (total area 0.76ha);

Phase 2 –

Internal Bus Route, 201 standard parking bays, 12 motorcycle parking spaces, 11 accessible parking bays, 20 standard EV bays and 4 accessible EV bays (total area 0.69ha).

The proposed development would be sited within a sustainable location within the Enterprise Park where the hub would work in conjunction with other future smaller Travel Hub facilities in and around the Town Centre, providing links for active travel from the edge of town to the centre. It has also been designed to offer an opportunity for an 'informal' park and ride service by providing car parking on the edge of town with direct, convenient links to the existing bus service.

This project forms part of the King's Lynn Towns Fund package, aiming to improve regeneration, connectivity, and active travel while reducing congestion and air pollution. It responds to priorities identified by local businesses and residents, particularly the need for better cycling routes and storage, and addresses concerns around traffic, air quality, and safe access to the town centre. The initiative is supported by the King's Lynn Transport Strategy and Local Cycling and Walking Infrastructure Plan, which set out key walking and cycling routes and priority improvements to encourage active travel and reduce car use in the town's core urban area.

King's Lynn has also been included in the Government's Pride in Place Programme which awards £20 million over 10 years for the town. As part of this, A 10 Year Vision document has been produced which outlines the vision for the town and priorities for how to spend this funding allocation, with a focus on communities including better public transport.

APPLICANT/AGENT SUPPORTING CASE

This Statement has been written on behalf of King's Lynn and West Norfolk Borough Council in support of the development of an Active Travel Hub in the King's Lynn Enterprise Park (KLEP) within the Nar Ouse Regeneration Area (NORA), King's Lynn. The scheme comprises a phased development comprising the change of use of the land to an Active

Travel Hub alongside the construction of a single storey hub building, surface car park, pedestrian infrastructure, access, landscaping and ancillary works.

The principle of the development is considered to be acceptable, in line with pre-application discussions with the Council, based on the ability of the scheme to support and promote opportunities for sustainable and active modes of transport including walking, cycling and public transport both within and around King's Lynn. The proposal has been identified through the adopted Local Cycling and Walking Infrastructure Plan (LCWIP) and forms part of the wider Town Deal Active and Clean Connectivity Project, which seeks to encourage a modal shift and reduce reliance on private cars. The location of the hub at the edge of the town has been carefully selected based on a number of factors, including its accessibility from surrounding road and infrastructure connections; its ability to allow users to transition to active and sustainable modes of transport for onward journeys to the town centre; and to further provide high quality provision for the users of the wider Enterprise Park. In turn, the proposal will help reduce congestion and pressure on the town centre whilst improving connectivity across the transport network in the borough area.

Importantly, the proposal will deliver significant public benefits through supporting the implementation of the Council's wider transport and regeneration objectives, including those identified within the King's Lynn Transport Strategy 2025-2035 and the LCWIP. In addition to encouraging healthier and more sustainable travel habits, the development will deliver key infrastructure necessary to unlock future employment land within the Enterprise Zone and support the continued regeneration of the NORA area. The scheme will also contribute toward improved air quality, reduced carbon emissions and enhanced accessibility to active travel and public transport routes.

The Applicant has worked closely with Officers, statutory consultees and key stakeholders throughout the evolution of the proposals. Consultation responses and technical responses received during the application process have been carefully considered and responded, and where applicable have been addressed through amendments and refinements to the scheme. This has included, for example, revisions to the cycle parking layout, provision of enhanced crossing arrangements and clarification of signage across the site to clearly separate different modes of transport and enhance the safety of users across the site, and information surrounding security and surveillance features and inclusive access measures. Further information has been submitted to clearly show how the location of the site connects into the wider pedestrian and cycle network that connects directly to the town centre. It has subsequently been demonstrated that the design, layout and operation of the development responds positively to key issues raised during consultation and mitigates any impact arising from the development in terms of highways, accessibility and user safety. The submission is supported by a suite of technical documents which demonstrate that the proposal accords with current best practice guidance and will not give rise to any significant environmental or other adverse impacts.

In turn, the proposal represents a highly sustainable development and aligns strongly with both national and local planning policy which seek to promote active travel, reduce congestion, improve connectivity and support modal shift. The Active Travel Hub will deliver significant long-term public and economic benefits whilst supporting the continued regeneration of the Enterprise Park and wider NORA area. It has therefore been demonstrated that the proposed development accords with the relevant policies of the development plan together with KLBC strategic plans. Therefore, planning permission should accordingly be granted subject to the necessary conditions.

PLANNING HISTORY (RECENT)

The site forms part of the Nar Ouse Regeneration Area, with extensive planning history since its outline approval in 2002.

18/01333/RMM: Application Permitted: 06/11/18 - Reserved Matters Major Application: Details of layout, scale and external appearance of buildings, means of access thereto and the landscaping of the site. Access and site infrastructure for the entire Enterprise Zone and buildings for the first phase. - The Nar Ouse Regeneration Area (NORA) - COMMITTEE DECISION

19/00351/RMM: Application Permitted: 05/02/20 - RESERVED MATTERS: Erection of mixed use units - Enterprise Zone - The Nar Ouse Regeneration Area (NORA) - COMMITTEE DECISION

21/01835/F: Application Permitted: 24/11/21 - Variation of condition 1 of planning permission 19/00351/RMM - The Nar Ouse Regeneration Area (NORA) – DELEGATED DECISION

19/00351/NMAM_3: Application Permitted: 30/09/24 - NON-MATERIAL AMENDMENT TO PLANNING PERMISSION : RESERVED MATTERS: Erection of mixed use units - Enterprise Zone - The Nar Ouse Regeneration Area (NORA)- DELEGATED DECISION

RESPONSE TO CONSULTATION

REGENERATION TEAM: SUPPORT

Detailed comments submitted summarised as:

- The application would support the provision of high quality cycle storage and facilities, encourage an informal park and ride reducing the need to drive and park in the town centre and will support and encourage active travel in the town, reducing car trips with associated health, wellbeing, environmental and economic benefits; and
- The proposal would also directly align with the aims of the King's Lynn LCWIP, Pride in Place 10 Year Vision, Draft King's Lynn Transport Strategy and draft King's Lynn Parking Strategy.

NCC Strategy Growth and Investment: SUPPORT

The Active Travel Hub is a vital part of development on the King's Lynn Enterprise Park (KLEP).

The Active Travel Hub is part of NCC's wider transport vision for King's Lynn. The car parking provision will enable an informal park and ride facility using the passing bus services and new bus stops on Nar Ouse Way. The secure cycle parking and other facilities will enable people to cycle to work on KLEP, or cycle to KLEP and park their bike safely with an onward walk or bus ride into the town centre.

These facilities will complement the objectives of the revised King's Lynn STARS scheme which provides enhanced walking and cycling facilities on Railway Road and onward connections beyond the central one-way system. This includes an upgraded cycle link to the key town centre node of Baxter's Plain where the new library was opened in March 2026,

and where an extensive public realm scheme will be built using government funding to include further cycle parking to serve the town centre.

Active Norfolk: SUPPORT

Recognise the important role this infrastructure will play in complementing existing and planned active travel investment in the area.

The proposed active travel hub aligns strongly with Active Norfolk's strategy, Get Norfolk Moving, particularly the Active Environments priority. This focuses on improving and increasing the use of infrastructure and spaces that enable and encourage everyday movement, including walking and cycling as part of daily travel.

Sports England: NO COMMENT

Local Highways Authority: NO OBJECTION following the submission of additional information

Comments December 2025:

- Supportive of the principle of the proposed Travel Hub, which aims to provide enhanced sustainable travel opportunities for residents and those travelling into King's Lynn from the A47;
- Further detail regarding the crossing to serve two new bus stops on Nar Ouse Way is required;
- There is some discrepancy regarding parking quantities for standard and accessible parking in the documentation;
- The quantum of Active EV charging spaces is in accordance with NCC Parking Guidelines, however a further 20% of all spaces should have passive EV provision;
- A crossroads layout for the new site access should be avoided as it presents potential safety concerns – instead the introduction of a mini-roundabout should be considered.

Comments February 2026:

- An indicative scheme drawing has now been provided showing the proposed crossing and bus stop arrangements on Nar Ouse Way;
- The applicant has responded to earlier concerns relating to accessible parking and EV parking provision within the site;
- Concerns remain regarding the proposed crossroad junction - although it is acknowledged that the site and the access road will remain privately managed and are not intended for adoption. Whilst a mini-roundabout or an alternative junction form would be preferable it is unlikely that a formal objection could be sustained; and
- The LHA raises no further objection and recommends a number of conditions.

Public Rights of Way: NO OBJECTION

No objections on PRow grounds as there are none in the vicinity.

Environment Agency: NO OBJECTION

Advice provided on Environmental Permits given that the proposed development is within 500m of one or more industrial or waste management sites that is regulated by the Environment Agency through the Environmental Permitting (England and Wales) Regulations 2016.

Lead Local Flood Authority: NO OBJECTION following a series of discussions and additional information being supplied

December 2025 – Further information required to support the Flood Risk Assessment and Drainage Strategy.

February 2026 – Whilst a number of matters have been resolved, further clarification requested in respect of a number of matters including a surcharged outfall scenario, water reuse, drainage calculations, SuDS features, exceedance flows, assessment of surface water quality treatment and a management and maintenance plan.

April 2026 – Confirmation that a number of matters raised in February 2026 have been resolved. Only remaining matter is the acceptability of the exceedance flow assessment.

May 2026 – Confirmation that the exceedance flow calculations and routes are now acceptable to the LLFA. Confirmation that the LLFA has no objection to the application subject to conditions in relation to a construction phase surface water management plan and to the construction of the development in accordance with the submitted Flood Risk Assessment and Drainage Strategy.

East of Ouse Polver & Nar Internal Drainage Board: NO OBJECTION

Surface water generated by the development is proposed to be discharged to the Puny drain, the site being located at the head of the drain adjacent to the River Nar, which runs along the south-west boundary.

The Applicant states that agreement has been reached with the IDB as to the discharge rate although the relevant information is not contained on the planning portal. The proposed discharge rate is above the IDB greenfield rate and if it has been accepted by the IDB then the contribution payable to the IDB as part of the Bye Law Consent application that will be required should be calculated taking into account the increased rate.

It is assumed that the LLFA will comment on the site element of the drainage proposals but with regard to the exceedance flow it is noted that generally the flow is contained within the car park areas but is directed towards the Puny drain for some of the area. The exceedance flow that is intended to be directed to the drain should not be greater than would currently flow in that direction off the greenfield site.

Water Management Alliance: NO OBJECTION

The application site is outside the IDD of King's Lynn IDB, and partially within the IDD of the East of the Ouse, Polver and Nar IDB which is not administered by the Water Management Alliance.

Emergency Planning Officer: NO OBJECTION

Because of its location in an area that during an extreme flood event could become isolated from safe access and egress routes (i.e. become a dry island), it is suggested that those running the site should sign up to the Environment Agency flood warning system and a flood evacuation plan should be prepared.

Environmental Health & Housing – Environmental Quality: NO OBJECTION following submission of additional information

Comments December 2025:

- Outlines detailed assessment of contaminated land reports and the Remediation Method Statement submitted with the application;
- Notes the presence of a proposed Construction Management Plan;
- Further information is required to assess whether adequate site investigation information has been submitted – a number of points of clarification are required.

Comments April 2026:

- The updated Remediation Method Statement is approved; and
- In order to ensure the development will be suitable for the proposed use, taking account of ground conditions and contamination, the RMS must be followed and ground gas risk further assessed and mitigated if required. Conditions are recommended to ensure these safeguards.

Environmental Health & Housing – Air Quality: NO OBJECTION

Supports the principle of development from an air quality perspective as the active travel hub forms one of the Council's statutory Air Quality Action Plan (AQAP) measures – Measure 1.44 – Development of Active Travel Hubs in King's Lynn.

Natural England: NO OBJECTION

Natural England considers that the proposed development will not have significant adverse impacts on statutorily protected nature conservation sites or landscapes.

Ecology Officer: NO OBJECTION following submission of additional information

Comments December 2025

- Does not agree BNG baseline;
- The EIA does not identify any significant ecological implications regarding protected species – a pre-construction survey for water vole is recommended;
- The Biodiversity Statements state that the ash tree located to the southwest of the site will be retained – details of tree protection measures will be required;
- Does not agree with the interpretation of the Exemption Regulations in respect of watercourse units;
- Applicant is asked to confirm approach they intend to take to deliver 10% BNG; and
- Conditions and informatives recommended.

Comments Jan 2026

Confirmation that the updated documents submitted resolve the matters raised in the previous comments.

Arboricultural Officer: NO OBJECTION following confirmation from the Applicant team that the matters referred to below will be addressed post-consent:

- Indicative landscaping proposals are welcomed and demonstrate an intention to provide green infrastructure for the site, however, the proposals are underwhelming and there is a clear opportunity for the landscape to play a more substantial role in shaping character, legibility and sense of place;
- Recommend the following:

- increase planting depth and layering to create a more richer and more resilient landscape structure that links visually with other local landscapes;
- use of a broader and more varied species palette to deliver seasonal interest, enclosure and visual continuity;
- strengthen the role of planting at gateway locations, particularly at the roundabout corner; and
- ensure the scheme reads as part of a wider, high-quality landscape framework rather than an isolated intervention.

Community Safety and Neighbourhood Nuisance: NO OBJECTION subject to conditions relating to the following:

- Lighting;
- Construction Management Scheme;
- Construction hours; and
- Details of fixed external plant and machinery.

Norfolk Constabulary: NO OBJECTION

Extensive technical comments made by the Designing Out Crime Officer including the following:

- Notes that several design features relating to security have been incorporated into the proposal;
- Encourages the Applicant to reconsider applying for Secure by Design accreditation;
- Ideally within the site all specified shrubs and planting should have a maximum growth height of one-metre with any internal trees being pruned up to a two-metre level providing single stems;
- A carefully designed lighting plan to cover all vulnerable areas should be in place;
- The nature and intended purpose of these buildings are obvious to any caller – unfortunately some units can be of more interest to potential offenders and therefore require appropriate measures to acknowledge this increased vulnerability;
- External bicycle parking facilities should be designed for secure storage using bicycle lockers, hangers or dedicated storage devices and be certified to minimum standards;
- The public car parking provision may need a review of its formal surveillance during any development of the venue; and
- The staffing of the venue would be appropriate to the new facility – it is essential that regular staff training, and security briefings take place.

Historic Environment Service: NO OBJECTION

There are no known archaeological implications.

King's Lynn Civic Society: SUPPORT active travel in principle, however the following points have been made:

- Proposal seems unlikely to offer a viable step on the pathway to the provision of multi-modal transport in the town;
- Fail to understand what demographic will park at NORA and ride into the town centre unless there are restrictions on driving into the town centre;
- Bicycle storage system is flawed and cycle connections are not designed to standard;

- Potential for scheme to be a park and ride and would require a regular shuttle bus and cheaper to use than parking in the town – however, there is a lack of passenger waiting space and do not know if an intention to provide a suitable additional bus service; and
- Creating an integrated network of well-maintained, high quality and safe cycle paths is single most important factor to encourage a shift towards active travel.

King's Lynn Are Consultative Committee (KLACC): HOLDING OBJECTION pending further information and clarification on operational, security, accessibility, and management issues.

REPRESENTATIONS

THREE Third Party **OBJECTIONS** received, raising the following concerns:

- Fail to see how proposal is a good use of money allocated for active and environmental projects – there should be evidence that people will replace car journeys with other means;
- Supports matters raised by KLWNBUG with a request for KLWNBUG's full response to be taken into account;
- It seems unlikely that many people will switch from cycling to bus use at this location;
- The Transport Statement says it will not generate any additional traffic as it will replace car journeys into town – can it be assumed that 236 car parking spaces are to be removed from the town centre? If so, this will be a welcome move;
- Cycle access from the Hub to the local cycling network appears convoluted and has many locations where cyclists will have to negotiate traffic and cross busy roads;
- What measures will be put in place to prevent the car parking being used by drivers not using the Hub – e.g. KLIC and other local business?

The King's Lynn & West Norfolk Bicycle Users Group (KLWNBUG) raises the following **OBJECTIONS**:

- Fundamental design flaws that make the development unsafe;
- Dangerous cycle parking;
- The pedestrian and cycle access to and from the new building conflicts with and gives priority to manoeuvring motor vehicles;
- Accesses onto the Nar Ouse Way neighbourhood active travel route are all poorly designed, of substandard width, with unnecessary zero-radius corners;
- No application form is listed among the planning consultation documents;
- It is incredible that the applicant seeks permission for a new 236-space car park but claims that "it is not expected that the development will result in any net increase in vehicle movements";
- Despite prompting from an NCC Engineer there is no commitment to remove any car parking from the town centre and there is no evidence of demand from people currently driving into the town centre wishing to transfer to bike, foot or bus;
- A car park of this size could encourage some people who currently bus or bike into town to switch to driving;
- This is not an application for a 'park and ride' – it does not expand service or commit to carry bikes on even existing rural services to this location;
- The Transport Statement contains a number of errors – lack of policy knowledge may explain why the application does not meet current standards or comply with policies in the recently-approved Local Plan;

- While the applicant did consult KLWNBUG at an early state, comments about the design are not reflected in this application – the Statement of Community Involvement is therefore not accurate;
- Object to the only cycle parking outside the building being the terrible ‘streetpods’ which damage certain bikes and seems like discrimination against people with some disabilities;
- Question the provision of scooter parking spaces in a building with charging facilities before either e-scooter hire is trialled in King’s Lynn or private e-scooter is legalised;
- Note the Norfolk Constabulary comment that the application doesn’t include an intention to be Secured by Design and question whether this complies with the Local Plan to reduce crime;
- Questions accuracy of location plan and land under the applicant’s control; and
- Objects to the travel hub not providing all the minimum standard facilities listed by the Norfolk Travel Hub Strategy.

KING’S LYNN AND WEST NORFOLK LOCAL PLAN 2021-2040

LP01 - Spatial Strategy and Settlement Hierarchy Policy (Strategic Policy)

LP05 - Implementation (Strategic Policy)

LP06 - Climate Change (Strategic Policy)

LP13 - Transportation (Strategic Policy)

LP14 - Parking Provision in New Development

LP18 - Design & Sustainable Development (Strategic Policy)

LP20 - Environmental Assets- Historic Environment (Strategic Policy)

LP21 - Environment, Design and Amenity (Strategic Policy)

LP25 - Sites in Areas of Flood Risk (Strategic Policy)

LP38 - Community and Culture (Strategic Policy)

LP40 - King's Lynn (Strategic Policy)

NATIONAL GUIDANCE

National Planning Policy Framework (NPPF)
 Planning Practice Guidance (PPG)
 National Design Guide 2021

PLANNING CONSIDERATIONS

The key considerations in the determination of this application are as follows:

- Principle of development
- Form and character
- Impact on neighbour amenity

- Highway safety
- Flood risk
- Any other matters requiring consideration prior to determination of the application

Principle of Development:

The application site lies within the King's Lynn Enterprise Park (KLEP) and the development boundary for King's Lynn. The KLEP is a 48.5 hectare site to the south of King's Lynn town centre. This is the largest brownfield regeneration project in West Norfolk and following a £60 million public infrastructure project the KLEP has been transformed. It includes employment land, residential accommodation and integrated public facilities, within close proximity to transport connections.

The wider area in which the application site is located is known as the Nar Ouse Regeneration Area (NORA). The NORA enterprise zone comprises 15-hectares of serviced employment floor space and can accommodate approximately 40,000m² of employment floor space.

The King's Lynn Innovation Centre (KLIC) is located to the south-west of the site and the recently constructed King's Lynn Health Hub is located to the north-east of the site, on the eastern side of Nar Ouse Way. Other surrounding land is yet to be developed.

Locally, the scheme complies with Policy LP13 (Transportation) which prioritises sustainable forms of transport in the order of walking, cycling and public transport over the private car. The Travel Hub directly implements this by providing various cycling storage and parking measures.

Policy LP40 relates to 'King's Lynn Growth & Regeneration' and is relevant to the Travel Hub as it supports urban regeneration by improving the "arrival experience" in the town centre and improving links within the town for walking and cycling in line with the King's Lynn Transport Strategy in promoting active travel and connectivity, which is one of the core principles of this policy.

The Active and Clean Connectivity project in the King's Lynn Town Investment Plan (2021) is a £25 million Town Deal backed initiative designed to boost sustainable travel, reduce car dependency and enhance infrastructure. It focuses on improving walking and cycling routes, including active travel hubs, with specific reference to an active travel hub at the KLEP.

The King's Lynn Transport Strategy 2025-2035 was adopted by Norfolk County Council and BCKLWN in March 2026. The Strategy identifies a number of localised transport needs, many of which focus on the town centre and surrounding built-up areas. These include a number of sustainable and active travel measures and details support for the proposed development and implementation of schemes in the Local Cycling and Walking Infrastructure Plan (LCWIP). This includes many walking and cycling schemes over an extensive and well defined network.

Chapter 4 of the King's Lynn Transport Strategy focuses on the strategic objective to encourage modal shift from private car to active travel in King's Lynn.

Chapter 5 of the Strategy addresses the environment and sets an objective to "Improve local air quality and King's Lynn's natural environment and reduce overall transport emissions".

The King's Lynn Transport Strategy Implementation Plan (2025-30) sets out a list of transport projects for all modes which are consistent with the LCWIP measures and include

the Active Travel Hub on the NORA site. The aim here is to improve accessibility to the town centre, reduce congestion and promote healthier, more sustainable travel choices.

The LCWIP promotes positive interventions to make travelling easier by walking, cycling or wheeling. However, cycling demonstrates the highest potential, extending beyond the town centre. The movement towards a particular mode of travel will only lead to a shift in usage if the necessary infrastructure and services are available. The LCWIP details the importance of mobility hubs to connect multiple modes of public and non-public transport and makes specific reference to the delivery of an active travel hub at NORA and how it links into the wider King's Lynn Area, including the West Winch Growth Area.

Nationally, Chapter 9 of the NPPF promotes Sustainable Transport. The proposed development directly supports the NPPF's overarching aims and provisions to provide high quality public transport facilities and encourage cycling and walking. The development of a multi-modal hub on a key transport route into the town centre facilitates "active travel" and reduces reliance on private vehicles, a core requirement of the NPPF.

The proposed development is supported by a raft of local and regional policy as well as the NPPF and as such the principle of development is acceptable, subject to compliance with the remainder of the Development Plan.

Form and Character:

Local Plan Policy LP18 requires that all new development in the borough must be of high quality design. Further, new development is expected to respond to the context and character of places in West Norfolk by ensuring that the scale, density, layout, materials and access will enhance the quality of the environment. Developments should also optimise site potential, making the best use of land including brownfield land and enhance community wellbeing by being accessible, inclusive, locally distinctive, safe and promote healthy lifestyles.

Local Plan Policy LP21 requires development to conserve and enhance the amenity of the wider environment and respond sensitively and sympathetically to the local setting.

Chapter 12 of the NPPF highlights that good design is a key aspect of sustainable development.

The application site occupies a triangular piece of land at the southern end of the KLEP area. The site is generally flat and currently covered with semi-improved grassland. As stated above, the site is in close proximity to the KLIC building and the King's Lynn Health Hub. The wider area is expected to come forward for office accommodation together with light industrial uses and associated uses such as car parking and service areas.

The proposed development is made up of a cycle 'hub' building, 236 car parking spaces and ancillary infrastructure include photovoltaic panels, CCTV, LED lighting, carpark payment system, bins and seating.

A public courtyard is proposed adjacent to the site entrance at the northern end of the site, to maximise its potential to serve as a public open space for the wider KLEP development. The single-storey cycle-hub building is located adjacent to this area of open space. The remainder of the site is laid out to car parking, including disabled spaces, EV charging points and street tree planting. A primary east-west pedestrian route across the site links the cycle-hub building to the bus stops on Nar Ouse Way.

The cycle-hub building delivers 136 square metres of internal floor space and 148 square metres externally. The height of the building ranges from a minimum of 2.9 metres to a maximum of 4.6 metres. The overall length of the roof is 30.8 metres.

The Applicant's Design and Access Statement sets out that the design of the cycle-hub takes its inspiration from the nearby KLIC building. A version of the 'periscope' roof form gives increased visual presence on the wide, open site and creates generous headroom in the secure cycle parking area. The roof extends beyond the side walls to create an overhand that provides protection to users in inclement weather. The structure is further described in the Design and Access Statement as a 'lightweight, dynamic and strikingly modern form'

The WC/Shower pod at the west end of the building is enclosed with a solid insulated wall for energy efficiency, whilst the main enclosure is simple clear glazing. External materials across the cycle-hub will include grey powder coated curtain walling elements and perforated infill panels, timber cladding to the underside of the roof and etched-effect film manifestation dots to glazing with bicycle 'super-graphic'. The Applicant proposes to use materials similar to those on the KLIC building in order to tie the two developments together.

The Applicant's landscape design strategy focusses on the boundary treatments for the site, aiming to create a strong sylvan character across the site.

It is considered that the design ethos of the cycle-hub building is appropriate for its surroundings in an enterprise park where future development is expected to be in industrial / office block form. There is no objection to the replication of design features taken from the KLIC building and the palette of modern materials will not be out of place in the surrounding area.

It is accepted that a large portion of the site is given over to car parking and pedestrian and cycle movement corridors. The landscape design strategy is therefore key to assimilating the development into the area so far as is possible.

The Arboricultural Officer has confirmed that the indicative landscaping proposals are welcomed and demonstrate an intention to provide green infrastructure for the site. However, given the site's highly prominent position on one of the main southern approaches into the town, there is further opportunity for the landscaping to play a more substantial role in shaping character, legibility and sense of place.

The Applicant has considered the suggestions made by the Arboricultural Officer to strengthen and enhance the landscape strategy and it has been confirmed that these matters can, for the most part, be incorporated into the scheme at the post-consent stage. In particular, the area between the motorcycle parking and the roundabout will become a feature area with a significant tree surrounded by varied planting. The boundary planting will be re-evaluated to ensure that an appropriate species mix is used and the species selection throughout the site will be reviewed to ensure that it reflects the existing planting in the nearby park and provides continuity as well as strengthening the connection between sites on Nar Ouse Way. Such matters can be addressed by condition.

Third party concerns have been raised regarding design and safety considerations (some of which are addressed elsewhere in this report). The design of the scheme has been informed by comprehensive analysis through the various design stages in the lead up to the submission. This includes matters relating to highways and the design of the cycle-hub building, which has been informed by pre-application conversations with Secure by Design and the LPA.

Subject to the imposition of planning conditions relating to approval of materials and landscaping, it is considered that the proposed development represents good design and responds to the context of the surrounding partially completed enterprise zone. The proposed development conserves and enhances the amenity of the wider environment and responds sensitively and sympathetically to the local setting. The proposal therefore accords with Local Plan Policies LP18 and LP21 and Chapter 12 of the NPPF.

Impact on Neighbour Amenity:

Local Plan Policy LP21 requires development proposals to be assessed against their impact on neighbouring uses and their occupants.

The application site is located some distance from the residential dwellings to the north-west and will be separated from those dwellings by the River Nar as well as the future employment / industrial related uses that will likely occupy the land immediately to the west and north of the site. As such the proposed active travel hub will not have any adverse effects on residential dwellings in the form of overlooking, overbearing, overshadowing or in terms of noise and light pollution (subject to a sensitively design lighting scheme that can be secured by condition).

The proposed development will have no direct impact on the operation of the closest buildings, being the KLIC and King's Lynn Health Hub.

It is considered that the proposed development accords with Local Plan Policy LP21 and the respective provisions in the NPPF, in particular paragraph 135.

Highway Safety:

Local Plan Policy LP13 focusses on delivering a sustainable transport network and reinforcing the town as a regional transport node. Policy LP13 also states that priority is given to the implementation of the King's Lynn Transport Study schemes, including delivering a package of transport improvements within King's Lynn arising from the Strategy. Priority is also given to achieving a balanced package of highway, traffic management (including car parking), active travel and public transport improvements.

Local Plan Policy LP14 requires car parking provision to be delivered in accordance with the current parking standards published by NCC. Local Plan Policy LP18 requires the provision of good access links for walking and cycling in developments and Local Plan Policy LP21 requires development proposals to demonstrate that safe access can be provided.

Chapter 9 of the NPPF promotes sustainable transport with various references to sustainable travels modes and the need to provide safe and suitable access for all users.

As stated above, there is significant support for the principle of an active travel hub in this location and it has consistently featured in a number of local strategies adopted by both the district and county councils. It has also featured in the detail of several financial bids and successful grant awards.

Notwithstanding the above, the proposed development has been reviewed in the context of providing safe and suitable access for all.

The access to the proposed development includes a new spur off the roundabout on Nar Ouse way, some additional areas of access road to the north and a pedestrian cycle-path connecting to the route north into the town centre. A primary east-west pedestrian route across the site links the cycle-hub building to the bus stops on Nar Ouse Way. Crossing

points with tactile paving are provided where this route crosses internal vehicle routes. Accessible parking spaces and EV charging bays are located close to this primary route, minimising travel distances for the accessible bays and giving preferential location and prominence for the EV charging points.

The existing bus stops to the north of the site are served by the Excel service operated by First Bus and have a frequency of one departure every 30 minutes (between 08:00 and 20:00). These services will be available to call at the new bus stops that are proposed on the site frontage to reduce walking time and to ensure they are accessible to all.

The Local Highway Authority (LHA) has confirmed that it engaged directly with the Applicant's Transport Consultant during the pre-application stage. The LHA has confirmed that it is supportive of the principle of the proposed development, which aims to provide enhance sustainable travel opportunities for residents and those travelling into King's Lynn from the A47. The LHA does not raise any issues with the Applicant's conclusions in the Transport Statement that the proposed development would not have any adverse impact on the surrounding highway network.

The LHA did however seek further information in relation to the route to the bus stops on Nar Ouse Way together with clarification in relation to parking quantities and EV charging provision. The LHA also expressed a view on the crossroads arrangement for the access road and suggested the introduction of a mini-roundabout should be considered.

In response to the above the Applicant has provided a Stage 1 design for the bus stops and crossing. A toucan crossing is proposed over Nar Ouse Way and the northbound and south bound bus stop locations have been shown with raised bus kerbs and flags. Bus shelters are to be provided within the footway/cycleway.

The Applicant has also provided clarification on the total quantity of parking for the development in its entirety (236 spaces) and that Phase 1 will deliver car parking for 43 cars and 12 motorcycles. It has also been confirmed that a minimum of 20% of all parking spaces for the wider development will include passive EV charging provision, ensuring that the necessary infrastructure can be installed to support future EV charging capacity.

The Applicant has advised that the crossroads arrangement for the site access was developed during the pre-application discussions with the LHA. A stage 1 design for this arrangement has been submitted by the Applicant and the LHA has reviewed this. The LHA has concluded that whilst a mini-roundabout or an alternative junction form would be preferable, it is unlikely that a formal objection could be sustained.

The proposal includes CCTV, secure lockers and repair facilities, in line with the requirement to create safe, secure, and attractive places that encourage multi-modal transport use.

Third party concerns have been raised regarding the conflict of safety between pedestrians, cyclists and motorists due to the site layout and proposed connections to Nar Ouse Way. The LHA has not raised any concerns in relation to these points and as such there are no grounds on which to consider that the proposed development is 'unsafe'. Connections within Phase 1 will be delivered at that stage with future connections delivered as part of Phase 2. The Applicant also confirms that direct and convenient connections have been provided to existing active travel routes (including the LCWIP Clenchwarton (Orange) route – approximately 1.3km from the site) connecting the site with the town centre. Access will also be available to the local walking and cycling routes within the nearby park and residential areas which have the potential to reduce the distance to the LCWIP Clenchwarton route.

In response to queries raised by the Planning Committee on 1st June, the Applicant has produced a series of visuals detailing the linkages between the site and existing walking and cycling routes, including connectivity with the town centre.

A number of comments have also been made regarding the 'park and ride' status of the facility. The application has been submitted on the basis that this will operate as an 'informal' park and ride and will connect into existing local bus services. The application has not been assessed as a formal park and ride, rather it has been assessed as an active travel hub that is seeking to connect into and utilise existing bus services.

Third party comments suggesting that there are inaccuracies in the Transport Statement have not been supported by the LHA and there is no objection to the sites selected for trip generation comparisons. It is noted that KLWNBUG were consulted at the pre-application stage although they state that their comments have not been taken into account and any further consultation was undertaken too late in the process. Further comments are made in relation to the cycle storage infrastructure and the need for scooter parking. The Applicant is satisfied that the infrastructure proposed is appropriate as noted elsewhere in this report and provision for e-scooters has been removed from the scheme.

The Applicant has clarified that dedicated coach bays are not proposed within Phase 1, however, land has been safeguarded so that future mobility or coach parking provision can be provided if demand emerges.

The Secured by Design Officer at Norfolk Constabulary has been involved since the pre-application stage and detailed comments have been provided to the Applicant and the LHA through this application. It is noted that there is no formal objection from the Secured by Design Officer to the proposed development and the Local Plan does not require a Secure by Design Award to be obtained.

The proposed development does not directly interact with any designated public rights of way and the PRow team at Norfolk County Council has confirmed that it has no objection.

The LHA has requested a number of planning conditions in relation to the submission of detailed plans of the roads, footways and cycleways, the provision of visibility splays and the submission of a Construction Traffic Management Plan. Conditions are also recommended in connection with the submission of details of the off-site highway improvement works and the delivery of these works.

Subject to the above planning conditions being imposed it is considered that the proposed development accords with Local Plan Policies LP13, LP14, LP18, LP21 and LP40 and the provisions of Chapter 9 of the NPPF.

Flood Risk and Drainage:

The Environment Agency's Flood Map for planning indicates that the southwestern boundary of the site is affected by the extent of Flood Zone 3 to about 4.5m into the southern corner of the site running Parallel with the Puny Drian overtopping its banks. The majority of the site however is located within Flood Zone 1. Taking into account the form of development, it is defined by the NPPF as being 'Less Vulnerable' to flood risk.

Local Plan Policy LP25 requires the submission of a site-specific flood risk assessment that considers flood risk from all sources and demonstrates that the proposed development will be safe for its lifetime.

A Flood Risk Assessment supports the application together with a drainage strategy. In addition to identifying the extent of the land within Flood Zone 3, the Assessment concludes that groundwater and surface flood risk is low. The Puny Drain is non-tidal and the risk of flooding from tidal sources is therefore considered to be low. Flooding from a reservoir failure is unlikely in this area.

The application site is located in a flood warning and alert area and as such the operators are advised to sign up to the early warning system such that they can be warned in good time if a breach event were to occur.

The drainage strategy for the site involves the use of cellular storage tanks below ground to manage the flow of water into the Puny Drain. The opportunities for SuDS features are limited by the site constraints and the presence of the Phosphogypsum contaminated zone, however, where possible some form of SuDS will be implemented to include raised planters, water butts and lined tree pits.

The East of Ouse Polver & Nar Internal Drainage Board raise no objection to the proposal subject to IDB Bye-law Consent being obtained and the appropriate discharge payment being made. Similarly, the Environment Agency raises no objections subject to compliance with environmental permitting regulations.

The Applicant has engaged in detailed discussions with the Lead Local Flood Authority (LLFA) throughout the course of the application with various updates and amendments made to the FRA and Drainage Strategy at the request of the LLFA. The LLFA has now confirmed that it has no objection to the application subject to the scheme being constructed in accordance with the agreed details.

Based on the conclusions of the LLFA it is considered that the proposed development would not result in any increased level of flood risk either on, or in close proximity to the site, in accordance with Policies LP18 and LP25 and the provisions of the NPPF.

Other matters requiring consideration prior to the determination of this application:

Contaminated Land - Historically, the western side of the KLEP site was dominated by a fertilizer factory that produced phosphates from the 1930s through the 1960s. This industrial era left a significant footprint including the use of large sludge beds that were eventually filled in by the mid-1980s.

The application is accompanied by several reports that refer to contamination on the site and specifically phosphogypsum material. This is a by-product of fertiliser manufacture and contains some residual naturally occurring radioactive material derived from the raw products used in manufacture.

A Remediation Method Statement (RMA) also accompanies the application. This report aims to identify how risks associated with identified contaminants will be managed, including radiological supervision and the establishment of procedures for earthworks, drainage installation and materials management. The RMS includes a Verification Plan which refers to relevant testing frequencies and assessment criteria together with controls for the re-use of material on site, where appropriate.

The Environmental Quality Team requested further information from the Applicant to inform their consideration of the application and following receipt of a revised RMS the Team has confirmed that the report is approved. Subject to the development being carried out in accordance with the approved RMS and a further ground gas risk assessment being secured by condition, there is no objection to the scheme. The proposed development

therefore complies with Local Plan Policy LP21 which requires contamination and soil quality to be adequately addressed.

Ecology and BNG - An Ecological Impact Assessment (EIA), Biodiversity Statement and relevant Biodiversity Net Gain documentation have been submitted with the application.

The EIA does not identify any significant ecological implications. Precautionary measures during site clearance are recommended to protect populations of common lizard and grass snake that are known to be present on site. The Puny Drain is identified as a habitat corridor likely used by foraging and commuting bats as well as other species. This must remain a dark corridor, which will require an approved bat sensitive lighting scheme to be implemented. A pre-construction survey for water vole is also recommended. The above measures can be secured by planning condition.

The Council's Ecologist disagreed with the Applicant's Biodiversity Statement as submitted in particular in connection with the interpretation of the Exemption Regulations in respect of watercourse units. An updated Biodiversity Statement was submitted by the Applicant following the completion of a river condition survey and it included the watercourse unit calculations. The updated information also confirmed that watercourse units will need to be purchased from Wendling Bank to address this element of BNG. The Applicant has confirmed that such units are available to purchase and the necessary enquiries have been made in respect of these.

The Ecology Officer has confirmed that this additional information resolves the objection raised in the first response given to the application and that subject to the imposition of appropriate conditions in relation to compliance with the measures set out in the EIA and the delivery of BNG, there are no objections to the proposed development.

Natural England has confirmed that the proposed development will not have significant adverse impacts on statutorily protected sites and it has no objections.

The proposed development therefore complies with Local Plan Policy LP19 and the provisions of the NPPF, namely Chapter 15.

Air Quality - The Environmental Quality Team support the application from an Air Quality perspective as the proposed development forms one of the Council's statutory Air Quality Action Plan (AQAP) measures. The AQAP specifically made active travel / modal shift measures its highest priority following public consultation.

Archaeology - The Norfolk Historic Environment Service has confirmed that there are no known archaeological implications for the site and as such no archaeological mitigatory work is required.

Climate Change - It is considered that the proposal accords with the aims of Local Plan Policy LP06 in respect of Climate Change. The proposed development facilitates the modal shift to active travel to reduce carbon emissions and tackle air quality issues identified in the King's Lyn AQAP. The scheme utilises brownfield land and will result in a comprehensive remediation scheme being implemented on currently unused land.

Specific comments and issues:

Cycle Parking, Security and Safety - The Applicant has advised that the internal layout of the cycle hub building has been developed to meet the needs of local users and in consultation with various cycle equipment providers to arrive at the optimum solution. The

layout has been considered under CDM Regulations by the scheme architects and verified by the selected manufacturer - Bike Storage Company.

The Applicant has further advised that the internal layout has been reviewed in line with the principle of LTN1/20, ensuring that facilities are arranged to support safe, comfortable and inclusive use by people of all ages and abilities. The Applicant has advised that the design complies with relevant manufacturer specifications and provides appropriate clearances, circulation space and accessibility standards.

The Applicant has further considered the inclusion of the two-tier stands within the cycle-hub building and the concerns raised by a Third Party in this respect have been noted. Paragraph 11.4.9 of LTN1/20 states that two-tier racks can be used to provide additional density, offering around a third more cycle parking capacity in the same footprint. LTN/120 goes on to state that two-tier stands require a ceiling height of at least 2.7m but does not offer any further guidance in respect of floor space. It does acknowledge that some users will find it difficult to lift their bike from the floor onto the tray of the upper tier although the mechanisms to lift the stands are spring loaded or gas-assisted.

The Applicant has demonstrated that there is sufficient space to manoeuvre bikes on and off the upper-tier with cycles in place on the cycle hoops opposite. If the two-tier racks were to be removed from the scheme it would result in a net loss of 28 cycle spaces and would diminish the capacity of the site to deliver the modal shift being encouraged. The LHA raises no objection to the cycle storage infrastructure being proposed and on this basis the scheme as now proposed is considered acceptable.

The 'external streetpods' have been removed from the scheme and Sheffield stands have been included in their place.

Previously included scooter racks, which were intended to future-proof the scheme for potential e-scooter provision have been removed and external cycle pods replaced with Sheffield stands.

The Applicant has also confirmed that the cycle provisions and bus tops/connections have been designed in accordance with Building Regulations Part M and include public toilets with baby changing and disabled provision.

As covered earlier in this report, consultation has been undertaken with Norfolk Constabulary Secured by Design and lighting, visibility and natural surveillance is incorporated into the design. The CCTV on site will be linked to the Council's wider security surveillance network.

Operational Management

The operational management of the facility will be the responsibility of the future operator. Such matters will be agreed at the appropriate time and in order to ensure that the details are appropriate a planning condition can be imposed requiring the submission and approval of an Operational Management Plan.

Notwithstanding the above, the Applicant has, in the recently submitted Project Delivery Report, set out a number of matters relating to the operational model and financial viability of the proposed development.

The Applicant has stated that:

- The hub is supported by an operational model designed to minimise ongoing revenue costs through a combination of parking income, membership fees and efficient use of existing Council resources;
- Day-to-day operations would be managed through the Council's Business Operations team, while asset and structural maintenance would be administered through Property Services. Security for cycle parking and shower facilities would be managed through a membership-based digital access system, supported by low-energy lighting and 24/7 CCTV coverage;
- Detailed charging arrangements are still being finalised. However, the operational model has been developed with the objective of achieving cost neutrality over time, while ensuring that the facility remains attractive and accessible to users during its early years of operation;
- Initial operating costs during the project's establishment phase are marginal due to the deployment of existing Council personnel. Structural maintenance costs are minimised as the building fabric operates under full developer warranties; and
- The operational model is being developed with the objective of minimising ongoing revenue costs through a combination of parking income, membership fees and efficient use of existing Council resources. To catalyse early adoption, initial membership costs may be subsidised, with external grant funding actively sought to bridge the introductory phase.

Representative User Groups and Commuter Impact Analysis

In direct response to questions raised by the Planning Committee the Applicant has set out details of the likely representative user groups in the Project Delivery Report. These consist of:

- **Enterprise Park Employee (Local Active Commuter)** – This commuter travels from South Lynn using upgraded active travel corridors, seamlessly transitioning to the workplace by utilising the hub's secure lockers and changing facilities. This integrated infrastructure removes traditional barriers to active travel, ensuring employees can comfortably adopt sustainable habits for their daily work journeys;
- **Cross-district Commuter (Strategic 'Last-Mile' Connector)** – Arriving from the wider region via private car or public transport, this commuter utilises the hub as a transit integration point to access a stored bicycle. By completing the final leg of the journey on two wheels, this user group directly assists in reducing vehicle miles travelled within the high-congestion urban core;
- **Town Centre Worker (Congestion Interceptor)** – Seeking to avoid unpredictable peak-time traffic gridlock, this worker uses the hub as a strategic intercept parking point on the edge of the town centre. They complete their onward journey reliably via dedicated LCWIP routes, ensuring highly predictable and stress-free commute times;
- **Cost-Conscious Driver (Economic Park & Ride User)** – Motivated by reducing personal travel expenses, this individual uses the facility as an affordable edge-of-town parking and transfer station. By switching to buses, walking or cycling, they successfully bypass premium town-centre parking tariffs and congestion while actively supporting local air quality initiatives; and
- **Event Attendee or Visitor (Strategic Demand Management)** – This user group utilises the hub as vital overspill parking during high-demand periods, such as seasonal festivals or weekend events. By transferring to sustainable onward

travel modes at the edge of town, visitors mitigate sudden surges in traffic volume and protect central road capacity from gridlock.

Financial Considerations - King's Lynn has been included in the Government's Pride in Place Programme which awards £20 million over 10 years for the town. As part of this, a 10 Year Vision document has been produced which outlines the vision for the town and prioritises how to spend this funding allocation, with a focus on communities. This includes delivering "a better connected town" through seamless active travel routes and improved transport infrastructure.

The development of active travel hubs are amongst the largest interventions as part of the £4.183 million Active & Clean Connectivity programme, funded by the King's Lynn Town Deal and Norfolk Business Rates Pool (NRBP). These funding streams have deadlines for achieving project milestones and spend, with the NBRP to be spent by September 2026 and the Town Deal by March 2028. Any delay to the programme will risk the ability to meet these deadlines.

The contract for the construction of the proposed active travel hubs in King's Lynn is a key part of the wider western infrastructure works for the KLEP approved by Cabinet in March 2026 to proceed under one construction contract to achieve economies of scale. If one component part of the contract does not proceed (i.e. the active travel hubs) then the costs of the remaining infrastructure (i.e. the western access road) will increase proportionally, therefore not achieving the same value for money.

The Applicant's Project Delivery Report reinforces the funding constraints and delivery timeline associated with this project. In particular, the Applicant highlights the following:

- **The project remains subject to external funding conditions and delivery timescales associated with the Town Deal programme and the Business Rates Pool;**
- **Delays to key approvals or delivery milestones risk the loss of external grant funding. This would increase overall project delivery costs and would compromise the commercial rollout of the wider KLEP development; and**
- **The project is positioned to move into construction promptly. Delivery contracts are expected to be executed in September 2026 alongside mobilisation of on-site engineering works. During late 2026 and early 2027, operational workflows and final pricing structures would be refined in advance of the planned 2027 public opening.**

Public Sector Equality Duty - The Public Sector Equality Duty requires public bodies to proactively advance equality of opportunity, eliminate discrimination, and foster good relations. As detailed throughout this report, the proposed development has had due regard to the needs of all members of the population including the provision of disabled parking spaces, a disabled toilet, safety and surveillance and in the design of the layout of the scheme. The public benefits of the scheme are evident and are supported in national and local plan policy and weigh in favour of the proposal.

Other Matters Raised by Third Parties –

- The application was accompanied by an Application Form, which has been published online.
- The proposed development is that of an active travel hub to facilitate and encourage sustainable travel including walking and cycling and the use of public transport. In order to be effective there is no requirement to remove the corresponding number of

car parking spaces from the town centre and the application is not made on this basis.

- The Transport Statement has been deemed to be acceptable to the Local Highway Authority and relevant references to documents such as the LCWIP and LTN1/20 have been made in this report.
- The Application site and location plan details the land within the Applicants ownership immediately surrounding the application site and provides context for the active travel hub site itself. Whether or not the Applicant retains ownership of other land on the wider NORA / KLEP site is not relevant in the determination of the application and does not mean that the Applicant is underrepresenting its holdings and by implication that it has less responsibility for cycle parking and other transport matters in this area. Such matters are not relevant in the determination of this application.

CONCLUSION:

This application should be determined in accordance with the Development Plan, as required by Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990, unless material considerations indicate otherwise.

It is considered that the proposed development represents a sustainable, well-designed development that aligns with the strategic aims of both the Local Plan and the NPPF. The scheme supports active travel, enhances connectivity, and contributes positively to the regeneration of this existing brownfield site in line with the Towns Fund, King's Lynn Town Investment Plan (2021) and the Local Cycling and Walking Infrastructure Plan (LCWIP) and the King's Lynn Transport Strategy 2026.

In addition, the scheme provides increased parking resilience for the KLEP, for occasions when parking demand is higher than usual. It also reduces pressure on town centre parking, reducing congestion and contributing to an improvement in air quality. Improved connectivity with public transport and existing town centre active travel routes can also be demonstrated. The proposed development also delivers the necessary infrastructure to support ongoing development of the KLEP.

The design of the scheme reflects that of other development in the KLEP and matters including on highway safety, drainage and flood risk, contaminated land and ecology have been appropriately addressed, with conditions recommended where necessary to ensure any impacts are limited.

Since the application was deferred by the Planning Committee at its 1st June 2026 meeting, the Applicant has submitted further information in direct response to the matters raised by the Committee. In particular, the Applicant has addressed operational matters and provided further detail on the likely representative user groups. The proposed development is being referred to the Regeneration and Development Panel on 22nd July 2026 and the outcome will be reported to Planning Committee in late correspondence.

Notwithstanding the above, it should be noted that many of the operational matters raised, such as ongoing funding of the development, are not material planning considerations and as such do not attract any weight in the planning balance. A planning condition is proposed requiring the submission and approval of an Operational Management Plan. It has been demonstrated in this report that the delivery of a travel hub on the KLEP has long been an ambition of the district and

county councils and there is considerable local and national policy support for it. The travel hub supports a variety of modes of transport including walking, cycling and the use of public transport through the delivery of two new bus stops.

The proposed development attracts significant public benefits, including the delivery of policy compliant and accessible for all cycling facilities, modern commuter amenities, and stronger integration with sustainable transport modes. Such matters weigh heavily in favour of the proposal. The proposed development is considered acceptable in planning terms and is compliant with relevant local and national policy, namely Local Plan Policies LP01, LP05, LP06, LP13, LP14, LP18, LP19, LP21, LP25 and LP40 and the relevant chapters of the NPPF.

In the absence of any adverse impacts such that would weigh against the proposal, it is recommended that Members approve the application in accordance with the Development Plan, subject to the following conditions.

RECOMMENDATION:

APPROVE subject to the imposition of the following condition(s):

1 Condition The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

1 Reason To comply with Section 91 of the Town and Country Planning Act, 1990, as amended by Section 51 of the Planning and Compulsory Purchase Act, 2004.

2 Condition The development hereby permitted shall be carried out in accordance with the following approved plans drawing nos:

Site and Location Plans	9825-FM-XX-XX-S-A-100.P-1.06
Site Phasing Plan	9225-FM-XX-XX-D-A-101-P01.03
Proposed Building Elevations	9825-FM-XX-XX-D-A-700-P01.07
Proposed Building Plans	9825-FM-XX-ZZ-D-A-500-P01.06
Proposed Building Sections	9825-FM-XX-ZZ-D-A-600-P01.05
Levels Strategy Sheet 1	62610-RJL-XX-XX-DR-C-2000-P03
Levels Strategy Sheet 2	62610-RJL-XX-XX-DR-C-2001-P03
Levels Strategy Phase 1	62610-RJL-XX-XX-DR-C-2002-P02
Preliminary Site Wide	
Drainage Strategy Sheet 1	62610-RJL-XX-XX-DR-C-1000-P04
Preliminary Site Wide	
Drainage Strategy Sheet 2	62610-RJL-XX-XX-DR-C-1001-P04
Preliminary Drainage	
Strategy Phase 1	62610-RJL-XX-XX-DR-C-1002-P03
Site Sections	62610-RJL-XX-XX-DR-C-1003-P03
Proposed Pedestrian Crossing	33829-H-01-P4
Post Development Exceedance	
Flow Routes Sheet 1	62610-RJL-XX-XX-DR-C-1200-P02
Post Development Exceedance	
Flow Routes Sheet 2	62610-RJL-XX-XX-DR-C-1201-P02
Exceedance Strategy Footpath	
Plans and Sections	62610-RJL-XX-XX-DR-C-2052-P02

2 Reason For the avoidance of doubt and in the interests of proper planning.

- 3 Condition No development shall take place on any external surface of the development hereby permitted until details of the type, colour and texture of all materials to be used for the external surfaces of the building(s) have been submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.
- 3 Reason To ensure a satisfactory external appearance and grouping of materials in accordance with the principles of the NPPF.
- 4 Condition Construction shall not begin on any phase of development until a detailed site-specific construction phase surface water management plan for the site has been submitted to and approved in writing by the Local Planning Authority. Construction of the proposed development shall subsequently be carried out in accordance with the approved details.
- 4 Reason To prevent flooding in accordance with National Planning Policy Framework paragraph 181, 182 and 187 by ensuring the satisfactory management of local flood risk, surface water flow paths, storage and disposal of surface water from the site in a range of rainfall events and ensuring the SuDS proposed operates as designed for the lifetime of the development.
- 5 Condition The development shall be constructed in accordance with the submitted Flood Risk Assessment and Drainage Strategy (Site Specific Flood Risk Assessment, by Richard Jackson Ltd, 13 March 2026, 62610, Issue 04). The approved strategy will be implemented as approved in writing by the local planning authority prior to the first use of the development and thereafter be managed and maintained in accordance with the approved strategy.
- 5 Reason To ensure that the principles of sustainable surface water drainage and flood risk management are incorporated into this development proposal, to ensure that the proposed development can be adequately drained, in accordance with the NPPF and Policies LP06, LP18 and LP25 of the Local Plan.
- 6 Condition Prior to commencement of any phase of development hereby permitted a detailed Construction Management Scheme, incorporating a Construction Traffic Management Plan must be submitted to and approved by the Local Planning Authority. This must include the

following information:

- details of construction hours, including collections of deliveries of waste, material and equipment
- details of wheel cleaning facilities for construction traffic
- proposed timescales of the demolition and construction phases, and any piling.
- full details of the techniques, noise and vibration data, and location of any piling which is due to take place.
- a description and location of any fixed machinery and the sound power levels.
- the location and layout of the contractor compound, the location of contractor parking
- the location and layout of the materials storage area, machinery storage area and waste & recycling storage area.
- full details of the proposed attenuation and mitigation methods to protect residents from noise and vibration, dust and litter (including proactive monitoring to identify issues)

- details of how complaints from members of the public will be investigated and resolved communication methods to the wider community regarding the construction phases and likely disruptions.

The scheme shall be implemented as approved. For the duration of the construction period all traffic associated with the construction of the development will comply with the Construction Traffic Management Plan and use only the 'Construction Traffic Access Route' and no other local roads unless approved in writing with the Local Planning Authority

- 6 Reason In the interests of the amenities of the locality during construction works, and in the interests of highway safety to prevent material depositing onto the surrounding highway network, in line with the NPPF and Policies LP13, LP18 and LP21 of the Local Plan. This needs to be a pre-commencement condition as it deals with safeguards associated with the construction period of the development.
- 7 Condition No works shall commence on any phase of development on the site until such time as detailed plans of the roads, footways, cycleways, foul and surface water drainage have been submitted to and approved in writing by the Local Planning Authority. All construction works shall be carried out in accordance with the approved plans.
- 7 Reason This needs to be a pre-commencement condition to ensure fundamental elements of the development that cannot be retrospectively designed and built are planned for at the earliest possible stage in the development, in line with the NPPF (2024) and Policies LP13 and LP21 of the Local Plan.
- 8 Condition Prior to the first use of the development hereby permitted 43m visibility splays shall be provided in full accordance with the details indicated on drawing 33829 H-03 P1. The splays shall thereafter be maintained at all times free from any obstruction exceeding 0.225metres above the level of the adjacent carriageway.
- 8 Reason In the interests of highway safety in accordance with the principles of the NPPF and Local Plan.
- 9 Condition Notwithstanding the details indicated on the submitted drawings no works above slab level shall commence on site unless otherwise agreed in writing until detailed drawings for the off-site highway improvement works as indicated on Drawing No. 33829 H-01 P3 have been submitted to and approved in writing by the Local Planning Authority.
- 9 Reason To ensure that the highway improvement works are designed to an appropriate standard in the interest of highway safety and to protect the environment of the local highway corridor in accordance with the NPPF and Policy LP13 of the Local Plan.
- 10 Condition Prior to the first occupation of the development hereby permitted the off-site highway improvement works referred to in Condition 9 shall be completed to the written satisfaction of the Local Planning Authority.
- 10 Reason For the avoidance of doubt and to ensure that the highway improvement works are designed to an appropriate standard in the interest of highway safety and to protect the environment of the local highway corridor in accordance with the NPPF and Policy LP13 of the Local Plan.

- 11 Condition The approved remediation scheme (Remediation Method Statement dated 27 January 2026, by Ashfield Solutions Group) must be carried out in accordance with its terms prior to the commencement of groundworks, other than that required to carry out remediation, unless otherwise agreed in writing by the Local Planning Authority. The Local Planning Authority must be given two weeks written notification of commencement of the remediation scheme works. Following completion of measures identified in the approved remediation scheme, a verification report that demonstrates the effectiveness of the remediation carried out must be produced, and is subject to the approval in writing of the Local Planning Authority
- 11 Reason In order to ensure that the development will be suitable for the proposed use, taking account of ground conditions and contamination, in line with the NPPF and Policy LP21 of the Local Plan.
- 12 Condition In the event that contamination is found at any time when carrying out the approved development that was not previously identified it must be reported in writing immediately to the Local Planning Authority. An investigation and risk assessment must be undertaken and where remediation is necessary a remediation scheme must be prepared which is subject to the approval in writing of the Local Planning Authority. Following completion of measures identified in the approved remediation scheme a verification report must be prepared, which is subject to the approval in writing of the Local Planning Authority.
- 12 Reason In order to ensure that the development will be suitable for the proposed use, taking account of ground conditions and contamination, in line with the NPPF and Policy LP21 of the Local Plan.
- 13 Condition Prior to the commencement of groundworks in any phase of development, a ground gas investigation, risk assessment and mitigation scheme (if required) must be prepared to bring the site to a condition suitable for the intended use by removing unacceptable risks to human health, buildings and other property, and is subject to the approval in writing of the Local Planning Authority.

The scheme must include all works to be undertaken, proposed objectives, assessment criteria, validation scheme, timetable of works and site management procedures. The scheme must ensure that the site will be suitable for the proposed use and will not qualify as contaminated land under Part 2A of the Environmental Protection Act 1990.

- 13 Reason In order to ensure that the development will be suitable for the proposed use, taking account of ground conditions and contamination, in line with the NPPF and Policy LP21 of the Local Plan.
- 14 Condition If ground gas mitigation is required, the approved mitigation scheme must be carried out in accordance with its terms to the timetable agreed in the mitigation scheme. Following completion of measures identified in the approved mitigation scheme, a verification report that demonstrates the effectiveness of the mitigation carried out must be produced, and is subject to the approval in writing of the Local Planning Authority.
- 14 Reason In order to ensure that the development will be suitable for the proposed use, taking account of ground conditions and contamination, in line with the NPPF and Policy LP21 of the Local Plan.

- 15 Condition Prior to the first use of the development hereby approved, details of an Operational Management Plan shall be submitted to and approved in writing by the Local Planning Authority. The operations of the facility shall be managed in accordance with those details thereafter.
- 15 Reason To ensure the travel hub is operated in a safe, secure, and efficient manner in the interests of the amenities of the locality in line with the NPPF and Policies LP18 and LP21 of the Local Plan.
- 16 Condition Prior to the installation of any fixed external plant and machinery a detailed scheme shall be submitted to and approved in writing by the Local Planning Authority. The scheme shall specify the make, model and sound power levels of the proposed unit(s), the siting of the unit(s) and the distances from the proposed unit(s) to the boundaries with neighbouring dwellings, plus provide details of anti-vibration mounts, and noise attenuation measures. The scheme shall be implemented as approved and thereafter maintained as such.
- 16 Reason In the interests of the amenities of the locality in line with the NPPF and Policies LP18 and LP21 of the Local Plan.
- 17 Condition Notwithstanding the details submitted, prior to the first use/occupation of any phase of the development hereby permitted, full details of both hard and soft landscape works for that phase shall be submitted to and approved in writing by the Local Planning Authority. These details shall include finished levels or contours, hard surface materials, refuse or other storage units, street furniture, structures and other minor artefacts. Soft landscape works shall include planting plans, written specifications (including cultivation and other operations associated with plant and grass establishment) schedules of plants noting species, plant sizes and proposed numbers and densities where appropriate.
- 17 Reason To ensure that the development is properly landscaped in the interests of the visual amenities of the locality in accordance with Local Plan Policies LP18 and LP21 and the NPPF.
- 18 Condition All hard and soft landscape works shall be carried out in accordance with the approved details. The works shall be carried out prior to the occupation or use of any part of the development or in accordance with a programme to be agreed in writing with the Local Planning Authority. Any trees or plants that within a period of 5 years from the completion of the development die, are removed or become seriously damaged or diseased, shall be replaced in the next planting season with others of similar size and species as those originally planted, unless the Local Planning Authority gives written approval to any variation.
- 18 Reason To ensure that the development is properly landscaped in the interests of the visual amenities of the locality in accordance with Local Plan Policies LP18 and LP21 and the NPPF.
- 19 Condition Prior to the first occupation of the development hereby approved, a detailed outdoor lighting scheme shall be submitted to and approved in writing by the Local Planning Authority. The scheme shall include details of the type of lights, the orientation/angle of the luminaries, the spacing and height of the lighting columns, the extent/levels of illumination over the site and on adjacent land and the measures to contain light within the curtilage of the site. The scheme shall be implemented in accordance with approved scheme and thereafter maintained and retained as agreed.

- 19 Reason In the interests of minimising light pollution and to safeguard the amenities of the locality in accordance with Local Plan Policies LP18 and LP21 and the NPPF
- 20 Condition Any phase biodiversity gain plan shall be in accordance with the Overall Biodiversity Gain Plan approved or the purposes of paragraph 13 of Schedule 7A of the Town and Country Planning Act or such revised version of the overall gain plan submitted to and approved in writing by the local planning authority. Subsequent Phase Biodiversity Gain Plans should be prepared alongside the application for reserved matter approvals for those phases.

The Biodiversity Gain Plan shall be prepared in accordance with the site wide Statutory Metric [Master V3] and Phase 1 Metric (V3) dated 16.01.2026 and prepared by Metric [Justin Parry [Wild Frontier Ecology]].

- 20 Reason To ensure the development delivers a Biodiversity Net Gain on site in accordance with Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 and policy LP19 of the Kings Lynn and West Norfolk Borough Council Local Plan.
- 21 Condition No phase of development shall commence until a Habitat Management and Monitoring Plan (the HMMP), prepared in accordance with the approved Phase Biodiversity Gain Plan for that phase has been submitted to and approved in writing by the local planning authority and including:

- (a) a non-technical summary;
 - (b) the roles and responsibilities of the people or organisation(s) delivering the [HMMP];
 - (c) the planned habitat creation and enhancement works to create or improve habitat to achieve the biodiversity net gain in accordance with the approved Phase Biodiversity Gain Plan for that phase;
 - (d) the management measures to maintain habitat in accordance with the approved Phase Biodiversity Gain Plan for that phase for a period of 30 years from the completion of development;
- and
- (e) the monitoring methodology and frequency in respect of the created or enhanced habitat to be submitted to the local planning authority.

The created and/or enhanced habitat specified in the approved HMMP for that phase shall be managed and maintained in accordance with the approved HMMP for that phase. Monitoring reports shall be submitted to local planning authority in writing in accordance with the methodology and frequency specified in the approved HMMP for that phase. Notice in writing shall be given to the Council when the HMMP works for any phase have started

- 21 Reason To ensure the development delivers a Biodiversity Net Gain on site in accordance with Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 and policy LP19 of the Kings Lynn and West Norfolk Borough Council Local Plan.
- 22 Condition No commencement of subsequent phases shall take place until:
- (a) the habitat creation and enhancement works set out in the approved HMMP for that phase have been completed; and
 - (b) a completion report, evidencing the completed habitat enhancements for that phase, has been submitted to, and approved in writing by the Local Planning Authority

- 22 Reason To ensure the development delivers a Biodiversity Net Gain on site in accordance with Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 and policy LP19 of the Kings Lynn and West Norfolk Borough Council Local Plan.
- 23 Condition No removal of trees, shrubs or brambles shall take place between 1st March and 31st August inclusive.
- 23 Reason All British birds, their nests and eggs (with certain limited exceptions) are protected by Section 1 of the Wildlife and Countryside Act 1981.
- 24 Condition No Phase of development shall commence (including vegetation clearance) until a construction environmental management plan (CEMP: Biodiversity) for that Phase has been submitted to and approved in writing by the local planning authority. The CEMP (Biodiversity) shall include the following as a minimum and accord with Section 6 of the EIA (Wild Frontier ecology, October 2025):
- a) Risk assessment of potentially damaging construction activities.
 - b) Identification of biodiversity protection zones.
 - c) The location and timing of sensitive works to avoid harm to biodiversity features.
 - e) A precautionary working method to avoid the risk of impacts to reptiles
 - f) A preconstruction check for water vole within a week prior to commencement
 - g) Details of security/construction lighting including the design, location, orientation and level of illuminance which must specify the avoidance of illuminating ecological features such as hedges, garden boundaries and mature tree to maintain dark corridors
 - h) Responsible persons and lines of communication.
 - i) The role and responsibilities on site of an ecological clerk of works (ECoW) or similarly competent person where required.
- The approved CEMP shall be adhered to and implemented throughout the construction period strictly in accordance with the approved details, unless otherwise agreed in writing by the local planning authority.

A statement of good practice shall be signed upon completion by the competent ecologist, and be submitted to the LPA, confirming that the specified enhancement measures have been implemented in accordance with good practice upon which the planning consent was granted.

- 24 Reason In order to safeguard the ecological interests of the site in accordance with Local Plan Policy LP19 and Section 15 of the NPPF. The details are required prior to commencement to ensure the ecological interests of the site are not prejudiced by the construction process.
- 25 Condition No development or other operations in any phase of development shall commence on site until the existing trees and/or hedgerows to be retained have been protected in accordance with a scheme that has been submitted to and approved in writing by the Local Planning Authority. The scheme shall provide for the erection of fencing for the protection of any retained tree or hedge before any equipment, machinery, or materials are brought on to the site for the purposes of development or other operations. The fencing shall be retained intact for the full duration of the development until all equipment, materials and surplus materials have been removed from the site. If the fencing is damaged all operations shall cease until it is repaired in accordance with the approved details. Nothing shall be stored or placed in any fenced area in accordance with this condition and the ground levels within those areas shall not be altered, nor shall any excavations be made without the written approval of the Local Planning Authority.

- 25 Reason To ensure that existing trees and hedgerows are properly protected in accordance with Local Plan Policies LP19 and LP21 and the NPPF. This needs to be a pre-commencement condition given the potential for damage to protected trees during the construction phase.