

# King's Lynn Enterprise Park Active Travel Hub

Regeneration and Development Panel - 22<sup>nd</sup> July 2026

James Grant

Borough Council of  
King's Lynn &  
West Norfolk



# **Kings Lynn Enterprise Park - Active Travel Hub**

Borough Council of  
**King's Lynn &  
West Norfolk**



# Vision

*“To make it easier for people to get around King’s Lynn without relying on the car. Our Active Travel Hubs will provide safe, convenient places to park bikes, connect to walking, cycling and public transport routes, and make everyday journeys simpler and healthier. By linking the Enterprise Park with the town centre and surrounding communities, the hubs will help reduce congestion on Nar Ouse Way, support local businesses, and create a greener, more attractive place to live, work and visit.”*

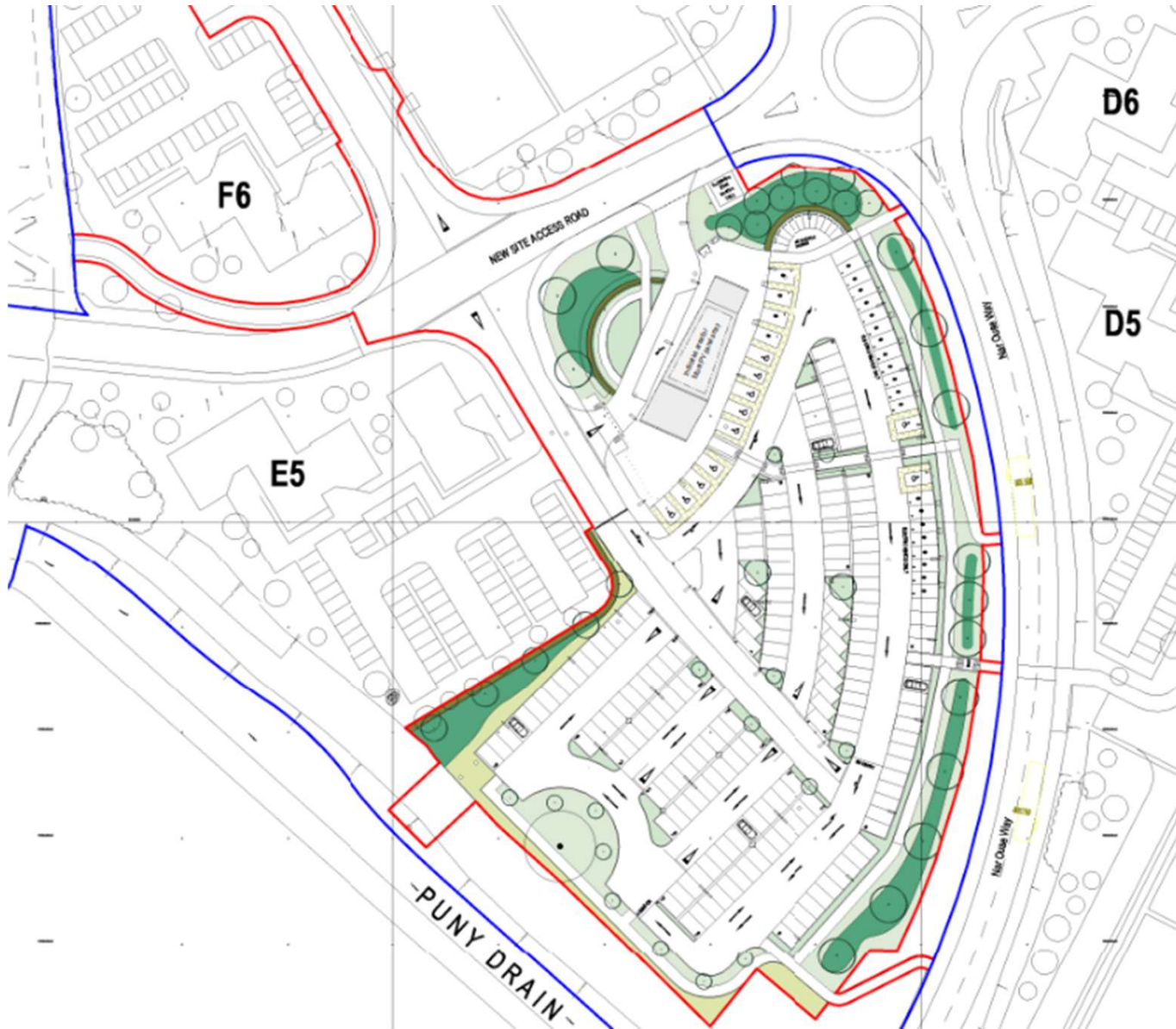


# Outcomes

- Reduces Congestion: Relieves the heavily congested Nar Ouse Way by encouraging drivers to switch to walking, cycling, or public transport.
- Improves Connectivity: Serves the King's Lynn Enterprise Park and provides seamless infrastructure for onward, inward travel into the town centre.
- Provides Essential Facilities: Delivers secure cycle parking, cycling facilities, and associated green infrastructure.
- Supports Economic Growth: Provides sustainable, accessible commute options for expanding businesses and employees within the Enterprise Zone.







# The Project

## Project Overview

The **Active Travel Hub (ATH)** is a sustainable transport project in King's Lynn designed to promote active and coordinated travel. It links with other Active Travel proposals and the King's Lynn Enterprise Park (KLEP) to provide highly visible, practical support for cycling, walking, and public transport integration.

## Phase 1 Deliverables

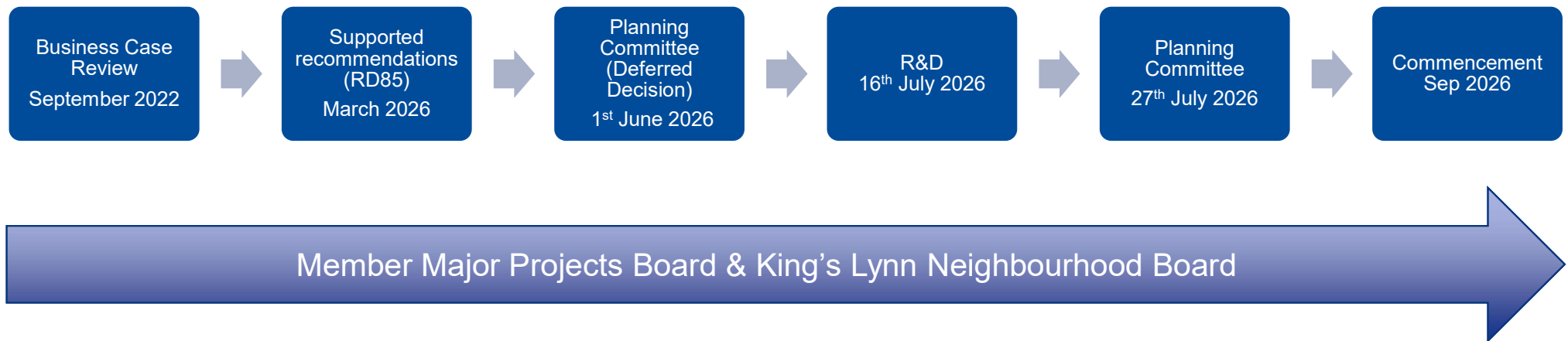
The initial phase of the site's development will deliver the following key infrastructure:

- **The Cycle Hub:** A modern, energy-efficient building featuring secure, covered cycle parking, lockers, a repair stand, WCs, and shower/changing facilities.
- **Public & Transport Access:** New bus stops on Nar Ouse Way, an accessible footpath link, and a new access road off the Nar Ouse Way roundabout with biodiverse planting.
- **Initial Parking Provisions:** 43 total vehicle spaces, specifically broken down into:
  - 33 standard parking bays
  - 4 accessible parking bays
  - 3 standard electric vehicle (EV) charging bays
  - 3 accessible EV charging bays





# History



\*RD85 - Progress infrastructure works at the Enterprise Park, including the delegation of delivery contracts for the Western infrastructure and Active Travel Hub.

# Feedback

## Feedback from Planning Committee

**User Demand:** Uncertainty over how many people will use the hub and whether demand will be sustained over time.

**Route Safety:** Concerns about the safety of walking and cycling routes.

**Facility Design:** Issues with the proposed layout, including impractical two-tier cycle racks and insufficient space for scooters and coaches.

**Operations & Security:** Questions about how the site will be managed, maintained and kept secure.

**Flood Risk & Drainage:** Concerns about flooding and whether drainage is adequate.



# King's Lynn Masterplan and Parking Strategy

## Relationship with emerging King's Lynn Masterplan

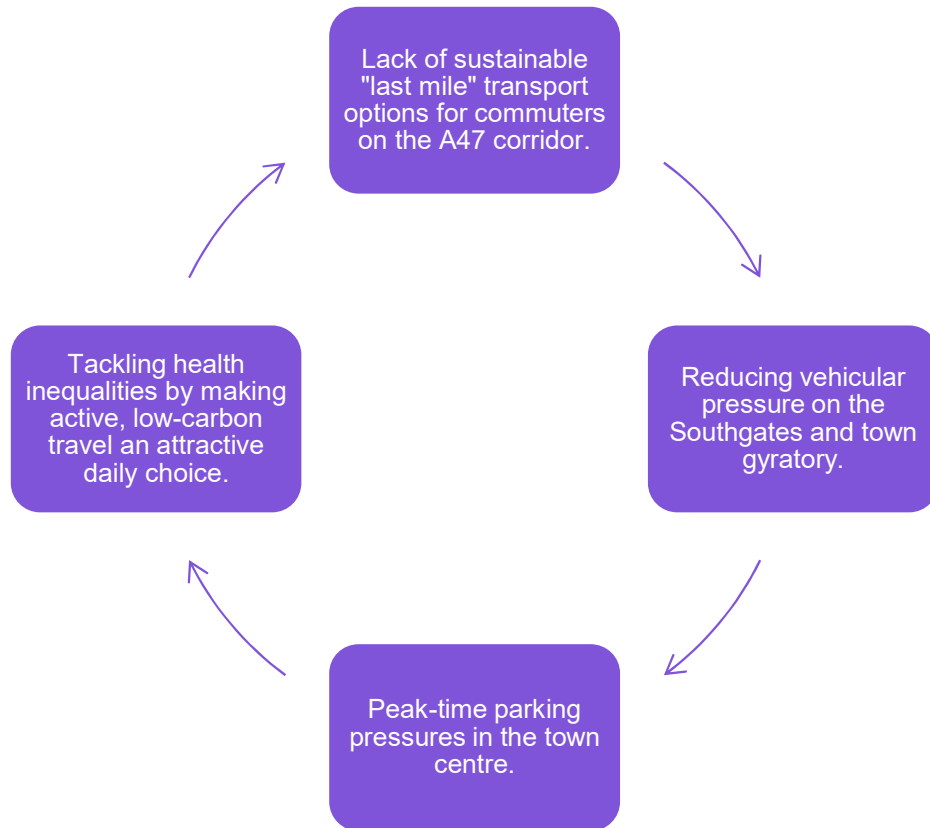
- Masterplan is reviewing transport and parking as part of wider town centre and connectivity strategies.
- Several opportunity sites are on BCKLWN owned car parks.
- Opportunity to address inefficient use of land as surface car parks and rationalise and consolidate car parking, reducing redundant vehicle trips in historic core of town whilst still providing connectivity.

## Consolidation Approach:

- Consolidated car parking
- Active Travel Hub at King's Lynn Enterprise Park – informal park and ride function.
- Potential of ferry for a park and sail function.



# Location- Why?



## King's Lynn Transport Strategy 2025-2035

### **Objective 2: Enhance connectivity and accessibility for all within King's Lynn**

Consider transport interventions that improve access to the King's Lynn Enterprise Park

### **Objective 4: Encourage modal shift from private car to active travel in King's Lynn**

Deliver the schemes in the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP)

**Policy 6: Active Travel.** Norfolk County Council will work with partners to support and promote the use and benefits of active and sustainable modes of travel, including supporting schemes in the King's Lynn Local Cycling and Walking Infrastructure Plans to reduce dependency on cars.

### **Gear Change: A Bold Vision for Cycling and Walking, Department for Transport, 2020**

Published in July 2020 provides a new standard for making provision for, and encouraging journeys by, active travel modes. Proposals for cycling, walking and buses can work best where they are fully integrated to work hand in hand along travel corridors, and come together at hubs to facilitate onward travel and first/last mile access.



# User Demand - Who



# WHO

## The Enterprise Park Employee:

Cycles from (for example) South Lynn or takes the Excel bus, using the hub's secure lockers and racks

## Why

KLEP is where they work, and the ATH is the safest space for their cycling equipment.



# WHO

## The Cross-District Commuter:

Drives/buses from the A47 (e.g., Wisbech), leaves their private bike in the hub's overnight secure storage, and cycles the final mile to local industrial estates.

## Why

They don't drive and have no immediate access to public transport close to their work, but cycling helps them stay healthy and get to work.



# WHO

## **The Time-Critical Town Centre Worker:**

Avoids the 14-minute peak-hour drive into the town centre by parking at the hub and taking a highly predictable 7-minute cycle ride via the LCWIP Blue/Orange corridors.

## **Why**

Cycling is more reliable than driving for getting to work on time for their shift.



# WHO

## The Thrifty Driver

Park at the Enterprise Zone and take the bus to avoid expensive town centre parking and fuel-wasting traffic.

## Why

A cost-conscious driver seeking a more affordable alternative to town centre parking.



# WHO

## The Event Attendee / Visitor:

Functions as an informal "Park & Ride" overflow node during major local events (e.g., GEAR, Hanseatic Ski Race).

## Why

Parking in the town centre is not possible.



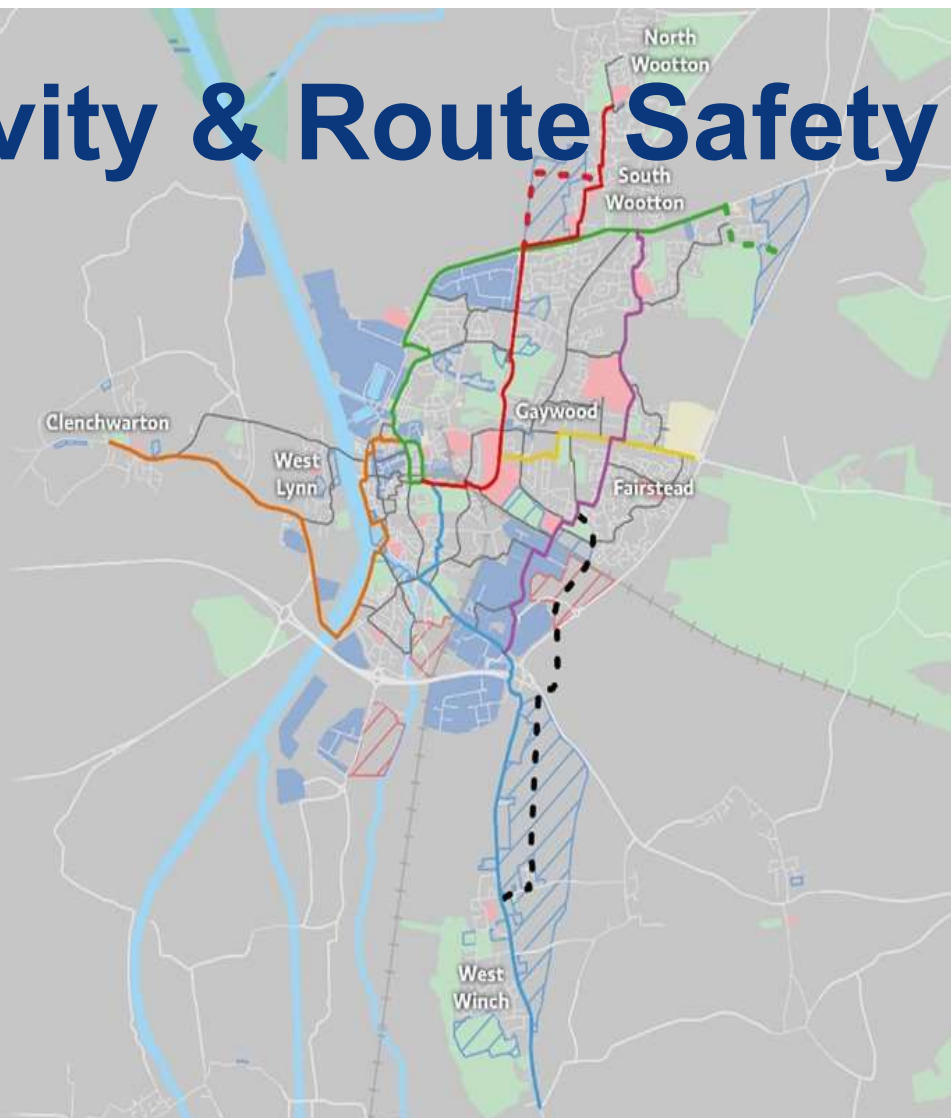
# Route Safety

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# Connectivity & Route Safety

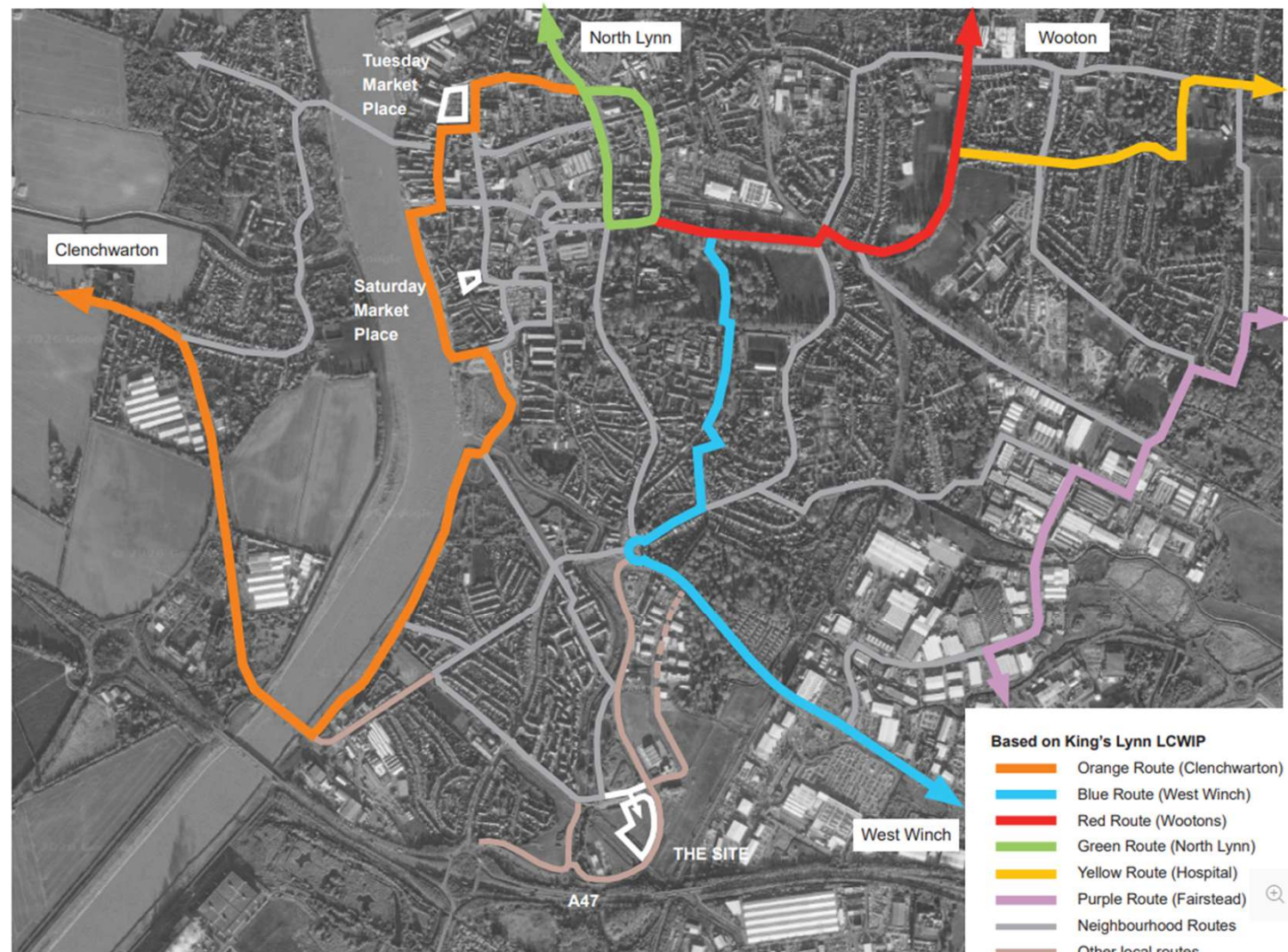
- Clenchwarton
- West Winch
- Woottons
- North Lynn
- Hospital
- Fairstead
- - - West Winch Future Corridor
- Neighbourhood route
- ▨ Proposed housing development
- ▨ Proposed industrial development
- Education site
- Employment site
- Healthcare site
- Greenspace



## KLEP ACTIVE TRAVEL HUB : STRATEGIC CYCLE NETWORK

This diagram shows the proposed KLEP Active Travel hub and the town centre with the Saturday and Tuesday marketplaces shown. The most direct route from the KLEP ATH to the town centre will be via the Orange (Clenchwharton) Route.

It shows information from the LCWIP plan, with additional more recently completed cycle-paths in the vicinity of the site added.

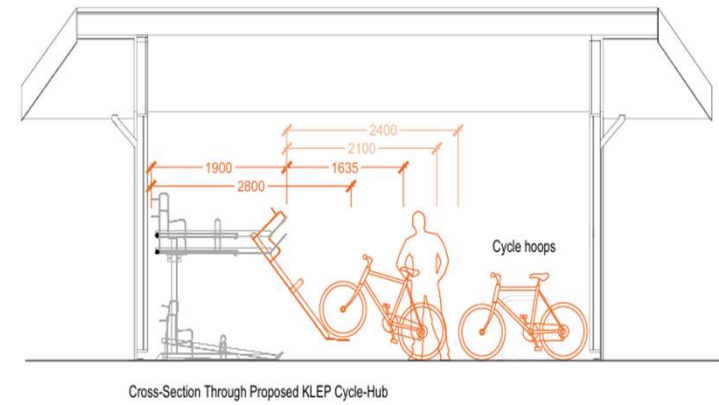
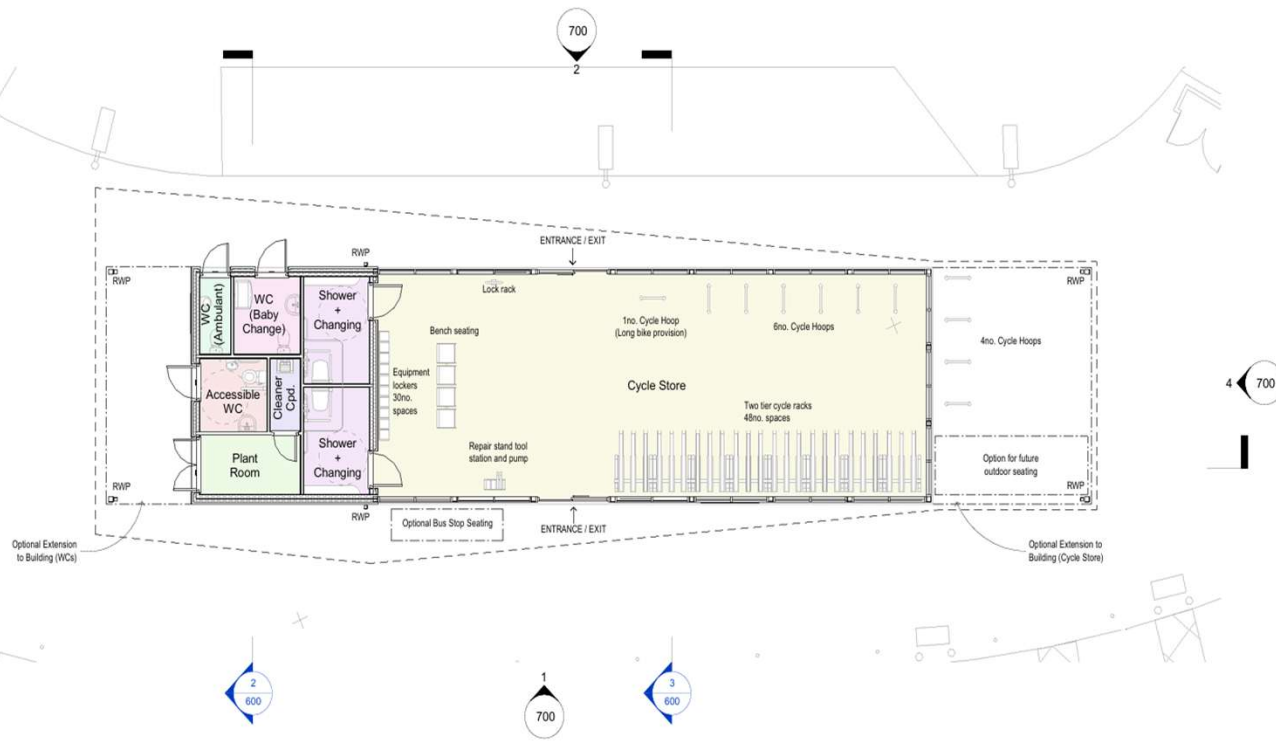


# Facility Design

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# Facility Design & Usability



Ground Floor Plan





# Operations & Security

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# Operations & Security

- Operations & Maintenance: Managed day-to-day by the Council's Business Operations team, with asset maintenance handled by Property Services.
- Operating costs will initially be marginal during the project's establishment phase, as we are utilising existing operational staff. Furthermore, because the building is under warranty, maintenance costs will remain low.
- External funding may be sought to help support behaviour changes.
- Detailed operational plans and pricing structures are currently under review.

# Flood Risk and Drainage

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# Flood Risk and Drainage

- Comprehensive consultations held across the wider planning process with all key statutory bodies, including the Lead Local Flood Authority (LLFA), Internal Drainage Board, and the Environment Agency (EA).
- Alignment achieved with all stakeholders; zero outstanding technical objections remain, and the LLFA has formally withdrawn all previous objections.
- Storage and exceedance routing are optimised to contain flows within the network, eliminating residual risk to adjacent roads or footpaths.



# Conclusion



# Conclusion

- The King's Lynn Neighbourhood Board provides strategic oversight of the project, receiving regular reports on progress, risks and delivery. The Board offers independent challenge and scrutiny, ensuring the project is subject to governance oversight beyond the Council's Regeneration and Development processes.
- The Regeneration and Development Panel was previously consulted on the proposals. This included a meeting in March 2026, where the Panel supported recommendations (RD85) to progress the project, advance infrastructure works at the Enterprise Park, and delegate approval to enter delivery contracts related to the Active Travel Hub.
- Concerns raised by the Planning Committee have been carefully considered by the project team and additional information provided to clarify points.
- Town Deal and Business Rates Pool funding is time-limited. Consequently, any significant delay or rejection would risk the loss of this funding, increase overall delivery costs, and undermine the wider Enterprise Park development.
- Once planning approval is secured, contracts will be signed and works start in Sept. 26 , and further operational planning will progress further in advance of planned 2027 openings.



**Thank You**

**Any Questions?**

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