

Active and Clean Connectivity

Vision King's Lynn

Business Case Update

Our Vision

'A sustainably connected town - through reduced congestion and better connectivity between the town, its catchment area and residential growth areas, creating safer walking and cycling routes and supporting remote working.'



Strategic Case



Case for Change

Connectivity and Growth

- Developing a well connected and sustainable active travel infrastructure is imperative for the future economic and business growth of King's Lynn.
- Evidence suggests there is a continuously high 1-year survival rate of new enterprises, promoting King's Lynn as an attractive location to start a new business.
- Improved sustainable infrastructure is required to continue to attract new employees and enterprises to King's Lynn and support the growth of the town to create a greener, better connected and more prosperous town.

Bringing people into the town cleanly and safely

- A high proportion of Kings Lynn's residents rely on the car as their primary mode of travel. Car use in King's Lynn is high, with clear pinch points for congestion, including; the A149 in the town centre, Gaywood Clock area and around the Southgate roundabout. Driving is the most common primary mode of transport to work, accounting for 69% of journeys.
- Rail usage has increased, with further improvements planned, but bus service levels are low, and business and resident perception is that local villages close to town are poorly served by public transport.
- Active travel infrastructure is currently fragmented and in parts inadequate to accommodate continuous walking and cycling routes along key corridors. The King's Lynn Walking and Cycling audit (2018), recognised the key areas in King's Lynn that were deemed unsafe or had absence of wayfinding for active travel.

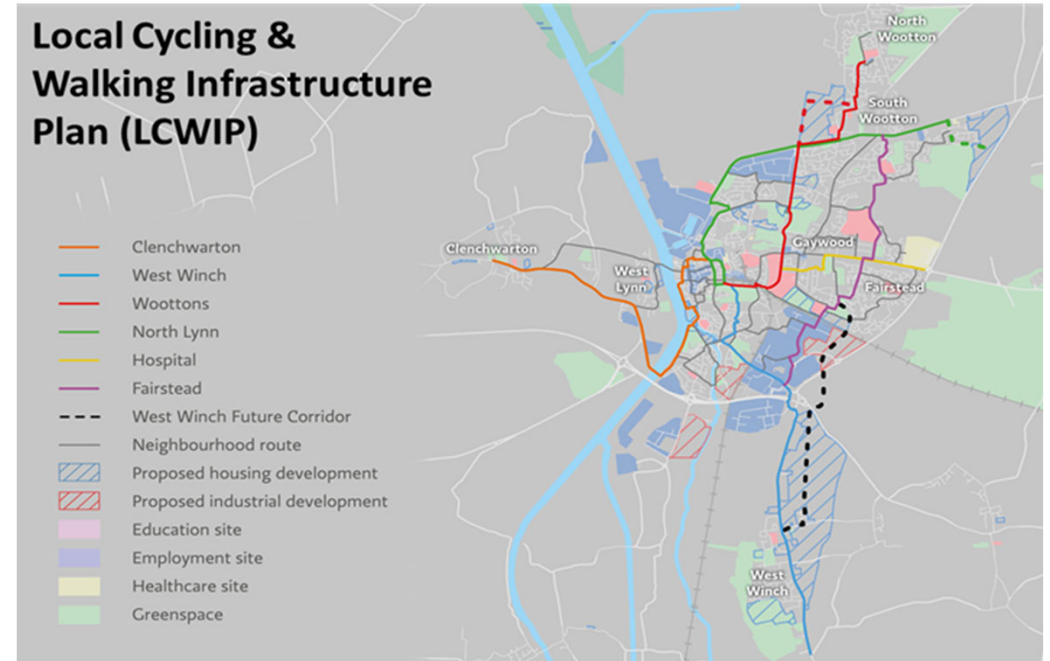
Creating a cleaner and greener town for all

- BCKLWN declared a climate emergency in the summer of 2021, committing to net zero targets by 2035.
 - Transport is the third highest emitter of CO2 in King's Lynn and West Norfolk.
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The Investment – LCWIP

Delivery of the following interventions to support the creation of the active travel network identified in the LCWIP:

- Reffley Road ,
- Fairstead Cycleway,
- Oldmeadow Road,
- Fairstead Improvements,
- Bishops Road to Gaywood Hill Drive,
- Gayton Road – toucan crossing,
- Low Road/Hall Lane – toucan crossing,
- Tennyson Avenue – crossing point,
- Low Road/Wootton Road – toucan crossing,
- Edward Benefer Way – cycle lane connection to St Edmundsbury Road,
- Edward Benefer Way – junction with Bergen Way,
- Edward Benefer Way – toucan crossing,
- Hardwick Roundabout and St Valery Lane – cycle chicane barriers review.



The Investment – Nar Ouse Enterprise Zone Active Travel Hub

The Nar Ouse Active Travel Hub is a multi-modal transport interchange within the Enterprise Zone. The project includes;

- Pay and display parking for a maximum of 50 spaces,
- Provision for 6 electric vehicle charging,
- Cycling infrastructure to include secure storage,
- Electric cycle charging,
- Lockers and associated facilities,
- Secure future planned infrastructure for the potential development of the Innovation & Collaboration Incubator on the adjacent site
- Bus laybys on Nar Ouse Way to provide a multi modal point for bus services.

The project is split into phases to suit growing demands and funding availability. Towns Deal funding is being sought to enable the delivery of Phase 1 only.



Increased parking resilience for the KLIC and Nar Ouse Enterprise Zone

Reduced pressure on town centre parking

Improved connectivity with public transport services

Improved air quality through increased AT uptake

Increased resilience on the local highway network

Improved public health through increased active travel

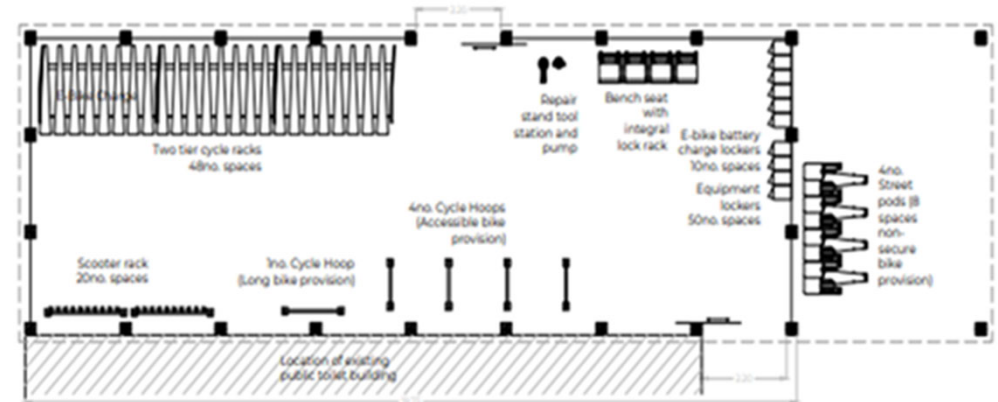
Reduced carbon footprint

The Investment – Baker Lane Active Travel Hub

A small scale Active Travel Hub on the Baker Lane Car Park within the town centre to begin a network of secure cycle storage facilities. The proposed facility will include:

- Secure cycle storage;
- Electric cycle charging;
- Lockers and associated facilities; and
- Connection to the existing public toilet facilities.

Optioneering work is ongoing to identify the final preferred layout.



Improved attractiveness of cycling.

Increased uptake of cycling.

Reduced congestion

Improved air quality

Combatting climate change

Improved physical and mental health

The Investment – Active Travel Plan

Alongside six local organisations, BCKLWN will support the development of bespoke Active Travel Plans:

- Identify simple steps employers can take to enable their staff to travel more sustainably (promote C2W scheme, public transport discounts, lockers, showers, cycle parking etc).
- Provide a platform for:
 - Conversations with employers about the importance and benefits of staff health and wellbeing and the role physical activity plays
 - Conversations with Public Transport providers to highlight key routes that staff could benefit from
- Highlight locations that would be prime for eBike/Scooter sharing/active travel hubs.
- Inform local infrastructure improvements that would have a positive impact on sustainable travel modes.

To date, the following organisations have pledged their commitment to participate in the creation of a bespoke Active Travel Plan:

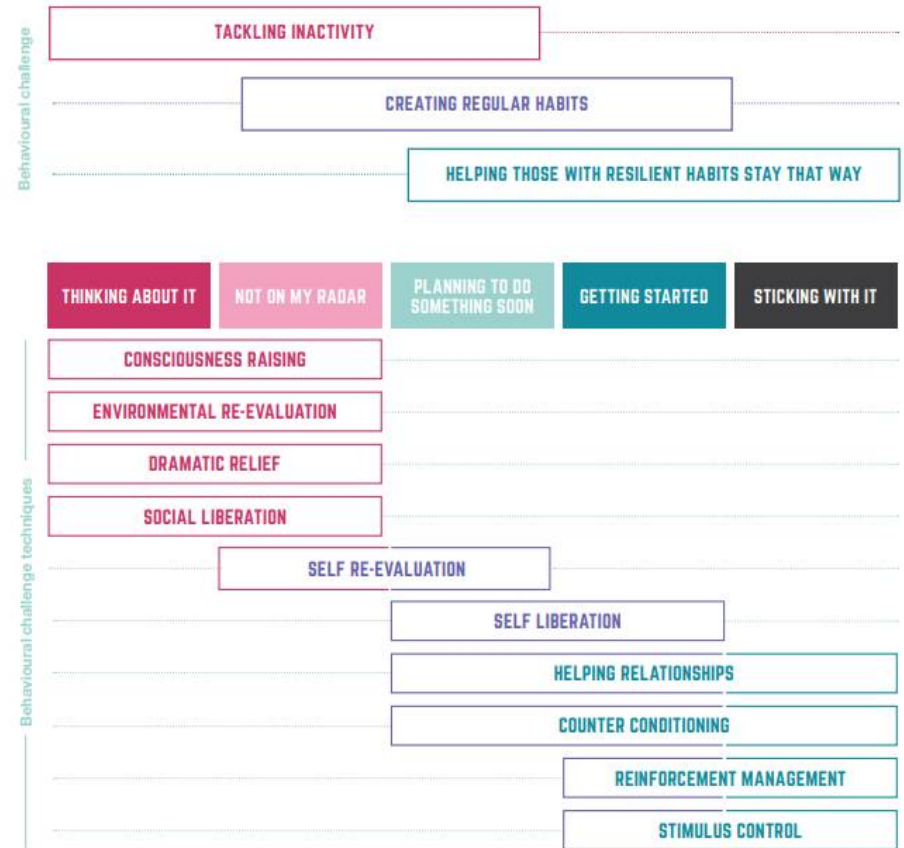


Communications and Behavioural Change

All strands of the project will be accompanied by a comprehensive behavioural change marketing strategy which will first raise awareness of the facilities being developed or improved, highlight the reduction in some of the perceived barriers to use and target those marginal users groups which with support could begin to change their habits.

Behavioural change messaging is a long term intervention using recognised strategies to engage with individuals and community groups to influence habits and create and maintain positive behavioural change for years to come. The key drivers of time, health and safety will be used to attract potential users in to a more positive habit cycle using the facilities and opportunities offered by the Active and Clean Connectivity Project.

Diagram 2: The Transtheoretical model of behaviour change, its alignment to the Sport England behavioural challenges and the behaviour change techniques that are employed to move people through the stages of change.



Outputs and Outcomes

Outputs

- Total Length of 3.555km of new cycle ways.
- Total length of 5.632km of pedestrian paths improved.
- At least 6 alternative fuel charging/re-fuelling points
- Up to 50 new out of town car parking spaces
- 48 cycle parking spaces
- 2 new transport nodes with new multimodal connection points

Outcomes

- Improve affordability, convenience, reliability and sustainability of travel options to and from places of work and places of interest (especially shops and amenities).
- Reduce congestion within the town



Economic Case



Economic Case

The approach taken to the Economic Case is based on a combination of quantitative and qualitative analysis designed to accurately reflect the proposal for the ACC programme. The quantitative assessment has been produced using the DfT's Active Mode Appraisal Toolkit (AMAT) and follows an appraisal period of 20 years.

It has been estimated that the preferred option **produces a BCR of 3.44 representing high VfM**. The benefits quantified for the scheme are conservative and utilised regularly applied methodologies.



Commercial Case



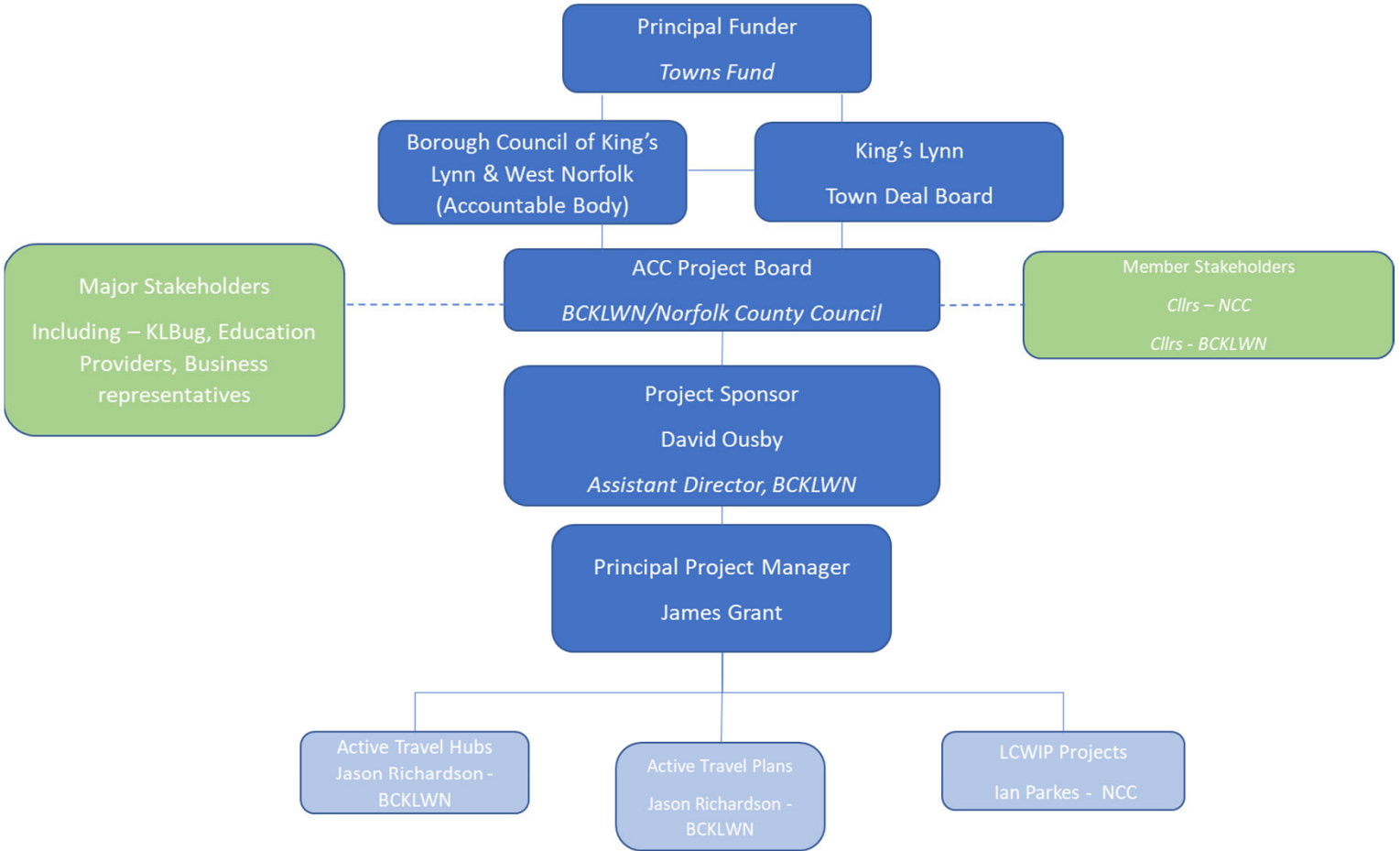
Procurement Strategy

Project Element	Procurement process	Rationale for Selection of Preferred Procurement Option
Nar Ouse Active Travel Hub and Baker Lane Active Travel Hub	Open tender	Existing Frameworks have been deemed to be an inappropriate procurement route due to the bespoke nature of Active Travel Hubs. Open Tender offers a larger amount of flexibility as BCKLWN can determine the contractor requirements and award criteria to ensure the appointed contractor has sufficient experience in the delivery of schemes of a similar scale and complexity. A high level of competition will also lead to competitive rates and added value proposals.
LCWIP	Existing Framework	Design and Engineering Services will be delivered through NCC's Highways and Related Services Contract B. TARMAC will be appointed via NCC's existing Highways and Related Services Contract A to deliver the scheme. Appointment via the existing framework will expedite the procurement process whilst also reducing the costs which would be associated with an Open Tender procedure. The suitability of WSP and TARMAC to deliver works of this kind has been assessed prior to Framework Award. TARMAC and WSP have extensive experience in the delivery of schemes of a similar scale and complexity. TARMAC and WSP also have a demonstrable track record of the delivery of similar schemes within this geographical area.
Active Travel Plan	Direct Award via Exemption	<p>Mobilityways will be appointed via direct award to undertake travel planning work. Mobilityways are already working within the county and area on such projects with other local government organisations. Options appraisal has identified that Mobility Ways is both the most appropriate and cost-effective solution within the area for the following reasons:</p> <ul style="list-style-type: none"> • Mobilityways have an established record of engaging with employers to achieve modal shift and reduce carbon emissions. Their parent company Liftshare is a recognised market leader both locally and nationally with regard to modal shift initiatives. • They are based in Norwich and employ local people on their staff in both Suffolk & Norfolk, they also know the area well, are familiar with businesses to be engaged and understand the challenges of living and working in a rural county. • There is no resource or expertise to undertake this project using BCKLWN officers. • Project partners Norfolk County Council have approached four other organisations to assess market capability, none of these are able to provide an off the shelf carbon commuting tool available for use now and with adequate staffing levels to resource the project.

Management Case



Governance and Reporting



Milestone	Date
LCWIP	
Feasibility and Surveys	Q4 2022 – Q1 2024
Scheme Design	Q2 2023 – Q1 2025
Construction	Q4 2023 – Q1 2026
Scheme Opening	Q1 2026
Active Travel Hubs	
Planning Application and Determination Period	03/01/2023 – 01/05/2023
Tender Period	02/05/2023 – 12/06/2023
Design	13/06/2023 – 07/08/2023
Construction	08/08/2023 – 23/01/2024
Scheme Opening	24/01/2024
Active Travel Plans	
Business Engagement	13/06/2022 – 31/08/2022
Business signed up and data sharing	09/01/2022 – 30/09/2022
Business Staff Travel Audit by Postcode	01/10/2022 – 31/12/2022
Results Analysis	01/12/2022 – 31/12/2022
Travel Survey	01/01/2023 – 31/01/2023
Acel Certification for each employer	31/01/2022 – 28/02/2023
Deliver personalised Travel Plans	01/03/2023 – 31/03/2023
Identify incentives with greatest impact on behavioural change	13/03/2023 – 31/03/2023
Grant funding interventions	01/04/2023 – 30/09/2023
Open grant funding process	01/04/2023 – 31/05/2023
Award Funding	01/06/2023 – 30/07/2023
Deliver Schemes	01/08/2023

Programme Milestones

Risk Management

Identifier	Risk Description	Category	Impact	Probability	Proximity	Lead	Action	Mitigation Measure	Current Status
1	Business Case scope agreement	Legal & Regulatory	Benefit	Low	3-6 months	BCKLWN	BCKLWN	Early engagement with NCC on proposals to secure LCWIP Scope and define projects.	No change
2	Material price increases	Economic/Financial/Market	Cost/Budget	Medium	3-6 months	BCKLWN	BCKLWN	Budgetary figures to include risk and inflationary figures. Once approved early contractor involvement to secure costings.	No change
3	Staff Resources to develop scheme as required	Organisational/Management/Human Factors	Time/Programme	Medium	3-6 months	Regeneration & Economic Development	BCKLWN	Progress with procurement process asap to build in sufficient lead in time for delivery	No change
4	Staff resources to manage scheme implementation	Organisational/Management/Human Factors	Benefit	Medium	3-6 months	Regeneration & Economic Development	BCKLWN	Progress with procurement process asap to build in sufficient lead in time for spend	No change
6	Planning regulations requirements are prohibitive to develop a deliverable	Legal & Regulatory	Cost/Budget	Low	0-6 months	Regeneration & Economic Development	BCKLWN	Consult planners early on likely conditions/requirements	No change
8	Stakeholders not consulted or engaged during scheme development, leading to adverse impact and lack of buy in	Organisational/Management/Human Factors	Quality	Low	6-12 months	Regeneration & Economic Development	BCKLWN	Early engagement of scheme underway to ensure views and issues are identified and addressed.	No change
9	Unforeseen third party involvement (new stakeholder requirements) hampers achievement of project objectives	Strategic/Commercial	Quality	Medium	6-12 months	Regeneration & Economic Development	BCKLWN	PR & Communications plan developed to ensure the public & Stakeholders are informed and the correct information is being published	No change
10	Financial pressures force project specification compromises leading to reduced capacity to deliver full benefits of the project.	Strategic/Commercial	Quality	Low	3-6 months	BCKLWN	BCKLWN	Ensure Working Group are informed of external market pressures at key stages and determine if interventions should proceed if it is compromises are not acceptable.	No change
11	External financial constraints e.g. Brexit, Inflation	Economic/Financial/Market	Cost/Budget	Medium	3-6 months	Regeneration & Economic Development	BCKLWN	Business case and financial analysis regularly reviewed	No change
12	Inappropriate procurement route chosen to deliver the project, results in adverse impact on schedule or cost	Organisational/Management/Human Factors	Cost/Budget	Low	6-12 months	Regeneration & Economic Development	BCKLWN	Procurement route for each stage discussed and assessed with Project Delivery Team to ensure right procurement route is mutually agreed	No change

Questions

