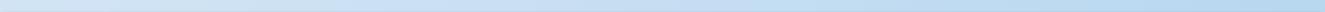




Norfolk County Council and Borough Council
of King's Lynn and West Norfolk

King's Lynn Transport Strategy Update

Draft Issues and Opportunities Report





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Lynn and West Norfolk

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Draft Issues and Opportunities Report

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1 Introduction

1.1 Background

- 1.1.1. WSP have been appointed by Norfolk County Council (NCC) to provide an update to the current Transport Strategy, that was adopted by the County and Borough Councils in 2020, to take account of the latest policy direction and new technologies in the fast-paced changing world of transport. This first report provides a review of the transport issues and opportunities in King's Lynn which will then follow on to feed into an updated Transport Strategy and Implementation Plan, focussed on addressing the existing transport problems whilst enabling new development opportunities and supporting future economic growth.
- 1.1.2. The project starts by gaining an understanding of the current and future transport issues to provide a focus for future transport interventions in and around the town particularly in regard to:
 - Public transport services such as bus, rail, taxi and ferry.
 - The highways network including roads, congestion hotspots, car parks and accident clusters.
 - Active travel modes such as cycling, walking and wheeling.
 - Resolving air quality issues in the town.
 - The availability of EV charging throughout the town.
- 1.1.3. Centred on King's Lynn, the strategy is therefore intended to focus on economic growth, social inclusion, environmental improvements, reduced emissions, as well as better accessibility and connectivity for the town.
- 1.1.4. The updated strategy is intended to assist in unlocking the significant potential of King's Lynn by identifying transport barriers to growth and economic development and setting out a focus and direction for how this can be addressed. The Borough Council of King's Lynn and West Norfolk (BCKL&WN) Local Plan - Core Strategy sets out that the town has a role as a sub-regional centre. It states that it is important to strengthen the retail function alongside tourist, leisure facilities and employment development and regeneration.
- 1.1.5. The work will include the development of an Implementation Plan.

Process

- 1.1.6. Figure 1 shows the overall process that has been adopted for this study and strategy development.

Figure 1 – King’s Lynn Transport Study Process

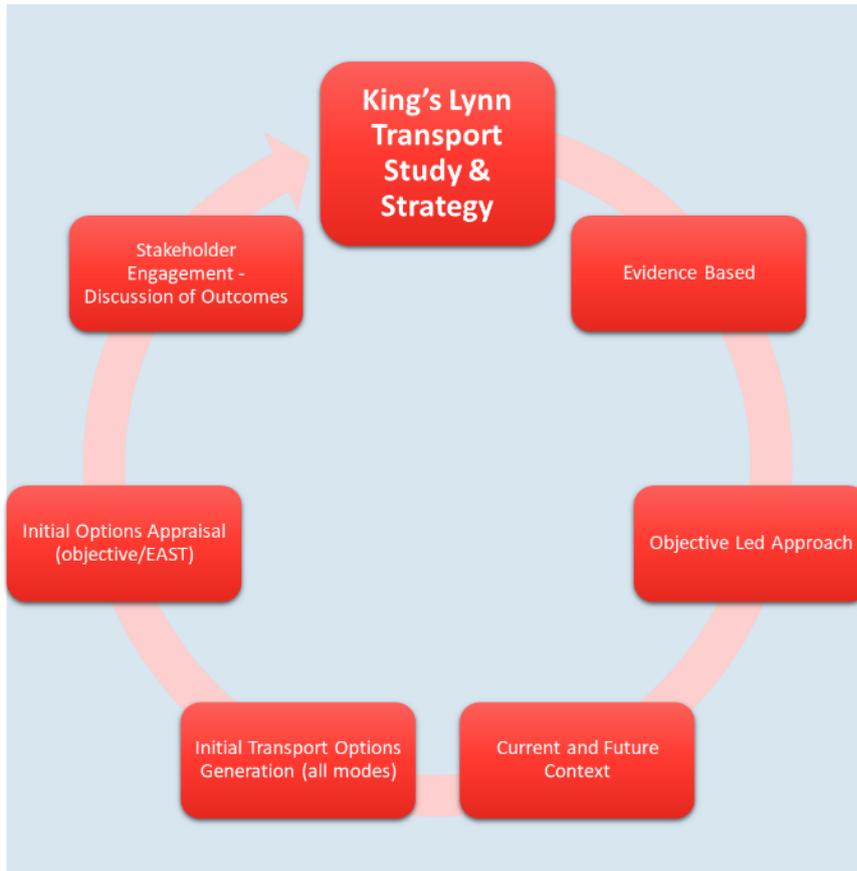


Figure 1. King’s Lynn Transport Strategy Process

1.1.7. The following provides a summary of the main elements that feed into the update to the Transport Strategy. It is a more light-touch process compared with the previous strategy development work:

- Evidence gathering and analysis to confirm the current transport problems and issues in King’s Lynn through a review of the previous work against current policy and a desk-top transport network audit covering all modes of travel in King’s Lynn;
- Setting the Vision and Objectives for the transport strategy;
- Consideration of the future context of transport and travel in the town by identifying the long term development opportunities coming forward through development plans;
- Stakeholder engagement to feed into the identification of current travel and transport problems and to provide initial feedback on potential schemes and opportunities;
- Preparation of a document to summarise the evidence gathering and network analysis stage of the study;
- Generation of a long list of potential transport measures and initiatives across all modes of travel that meet the study vision and objectives and contribute to addressing the current and future problems and issues with the transport network within King’s Lynn;
- Carry out an appraisal of the long list of schemes across all modes of travel, using a bespoke Multi Criteria Assessment Framework (MCAF) (based on the DfT Early

Appraisal and Sifting Tool (EAST)) including an assessment against the Vision and Objectives leading to a short-list of preferred options to take forward;

- Stakeholder engagement to discuss the outcomes of the appraisal process for inclusion in the Transport Strategy.

1.1.8. This report focusses on the first stage of the Transport Strategy update which provides a review of the existing transport and policy influences in the town including the future potential development opportunities.

1.1.9. The next step will be to include the outcomes of the first Stakeholder engagement event. The framework for the assessment of the potential schemes for the town is summarised alongside the Vision and Objectives and how these will be used in the following stages of the study, these can be found in section 3 of the report.

1.2 Purpose of Report

1.2.1. This report provides information supported by evidence to identify the current transport issues in King's Lynn and also provides an overview of future development opportunities in the town with a view to identifying how these existing issues could be exacerbated or relieved in the future. This document is structured into the following sections:

- Section 2 provides an overview of the town and some general information around travel and landuse patterns;
- Section 3 sets out the Vision and Objectives of the Transport Strategy;
- Section 4 provides a summary of the document review of previous and current studies relating to transport and landuse in King's Lynn;
- Sections 5 to 7 summarise the desktop audit for each mode of travel and provides an overview of the notable issues for each mode, gathered either through the document review or the desktop audit initially. [Following the first round of stakeholder engagement further information will be added].
- Section 5 provides an overview of public transport (rail, bus, ferry and taxi);
- Section 6 discusses active modes (walking and cycling);
- Section 7 summarises the highway network including areas of traffic congestion, accidents, car parking and air quality.
- Section 8 considers future growth areas in the King's Lynn and the potential impacts of this growth on the transport network;
- Section 9 details some general intervention opportunities that could be investigated further to accommodate future growth in King's Lynn. These will be set alongside the interventions that were suggested by stakeholders through the engagement process during the next stage of the study. This section also considers the previous transport strategy and Implementation Plan and whether suggested measures are still relevant or if any existing schemes are currently being developed.
- Section 10 concludes the document with a summary of the next steps in the development of the transport strategy for King's Lynn.

2 King's Lynn Overview

2.1 Background

2.1.1. King's Lynn is the largest town in the Borough of King's Lynn and West Norfolk (BKLWN) and it acts as a main centre for important services, major employment areas and retail land uses for the wider borough. For this study, King's Lynn is defined as the urban area that includes the following districts:

- King's Lynn;
- North Lynn;
- South Lynn
- West Winch
- Gaywood;
- North Wootton; and
- South Wootton.

2.1.2. The boundary of the above settlement is shown with a black dotted line in Figure 2-1 below:

Figure 2-1 – King's Lynn Transport Strategy Area



2.1.3. To the west of the town, the River Great Ouse flows in a north /south alignment towards The Wash to the north. While the river has acted as a constraint to the westward expansion of the town, it was also the reason for the town's historic significance as a port, which allowed the town to become large compared with other nearby settlements. Due to its historic development and importance, King's Lynn has more than 200 listed buildings and two historic market areas.

- 2.1.4. Given the location of the shoreline, large areas of King's Lynn are at risk of tidal and/or fluvial flooding without the current flood prevention schemes in the area. This limits the expansion options, however the areas at lower flood risks are identified in the Core Strategy for potential development schemes.

2.2 Land Use Patterns

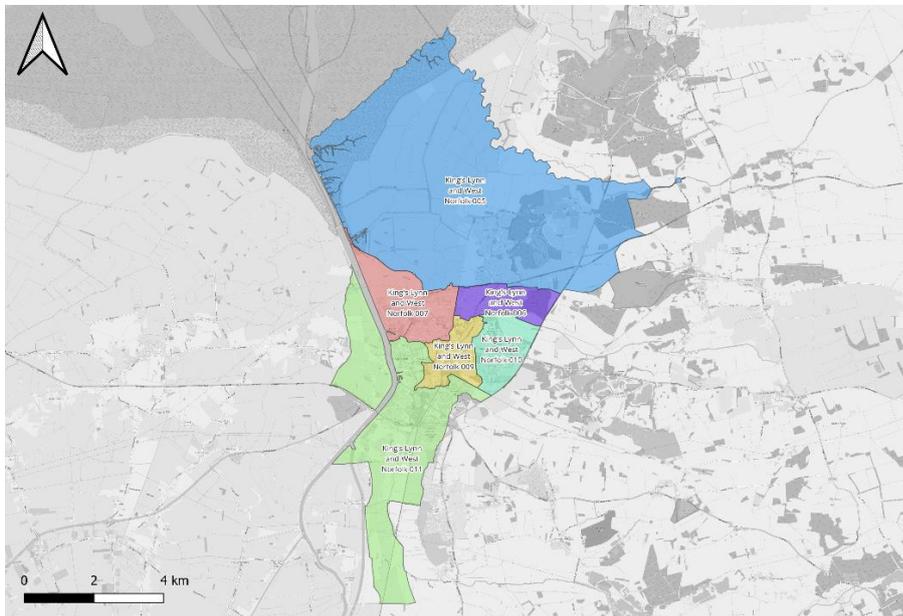
- 2.2.1. Figure A1 in Appendix A provides a geographical overview of the key land uses in King's Lynn that are prominent generators or attractors of trips within the town and determine the travel patterns of residents and visitors to the town.
- 2.2.2. The town developed around the historic port, which is the reason for the narrow streets and closely spaced buildings in the town centre areas. The town has expanded over the years and has become a conurbation of several settlements which are now regarded as districts of the urban area, such as The Woottons, Gaywood and North and South Lynn.
- 2.2.3. King's Lynn is a major employment hub for the West Norfolk area and there are several major employment areas throughout the town, including:
- King's Lynn Port and town centre
 - Hardwick Industrial Estate
 - Hardwick Narrows Industrial Estate
 - Queen Elizabeth Hospital;
 - North Lynn Industrial Estate
- 2.2.4. King's Lynn is also a significant shopping destination for the local area with major retail parks being located close to the A47/ A10/ A149 Hardwick interchange in addition to the traditional town centre. King's Lynn also has several large supermarkets.
- 2.2.5. Education in King's Lynn is spread throughout the town with a number of primary schools serving the immediate and surrounding areas, as well as a smaller number of secondary schools serving wider catchment areas. There are four secondary schools in King's Lynn, which attract pupils from the surrounding villages:
- King Edward VII Academy
 - Springwood High School
 - King's Lynn Academy
 - St Michael's CofE Academy
- 2.2.6. The University Centre West Anglia, King's Lynn Campus is located to the east of the town centre on Tennyson Avenue / Gaywood Road with a high concentration of public transport opportunities available in this area of King's Lynn as well as being on a highly congested corridor.
- 2.2.7. There are also a variety of leisure land uses available in the town including Lynnsport and St James Swimming Pool, and the town also contains the main hospital and Accident and Emergency department for the BKLWN.

2.3 Demographic Data

2.3.1. The latest census data available for the UK is from 2021. For this study, we have looked at the census data at a Mid-Level Super Output Area (MSOA) Level for the following areas, which are also shown in Figure 2-2:

- King's Lynn and West Norfolk 005
- King's Lynn and West Norfolk 006
- King's Lynn and West Norfolk 007
- King's Lynn and West Norfolk 009
- King's Lynn and West Norfolk 010
- King's Lynn and West Norfolk 011

Figure 2-2 - King's Lynn MSA for Census Analysis



2.3.2. These MSA cover almost the entirety of the King's Lynn urban area, with the exception of a small area bounded by the A149, Greenyard Way, Scania Way and Hardwick Road which falls into an MSA which predominantly represents the villages to the south and west of the A47.

2.3.3. The above MSA also include some small settlements outside the main King's Lynn urban area, however because the majority of the population falls within King's Lynn it is deemed that these areas are the most appropriate to use. The additional settlements are:

- West Lynn
- Castle Rising

Population

2.3.4. Table 2-1 summarises the population of the six MSA covering King's Lynn from the 2011 and 2021 censuses, rounded to the nearest hundred.

Table 2-1 – Usual Resident Population of King’s Lynn (approx.)

Year	Population
2011	46000
2021	48800
Net change	+6.1%

Source: 2011 – KS101EW, 2021 TS001

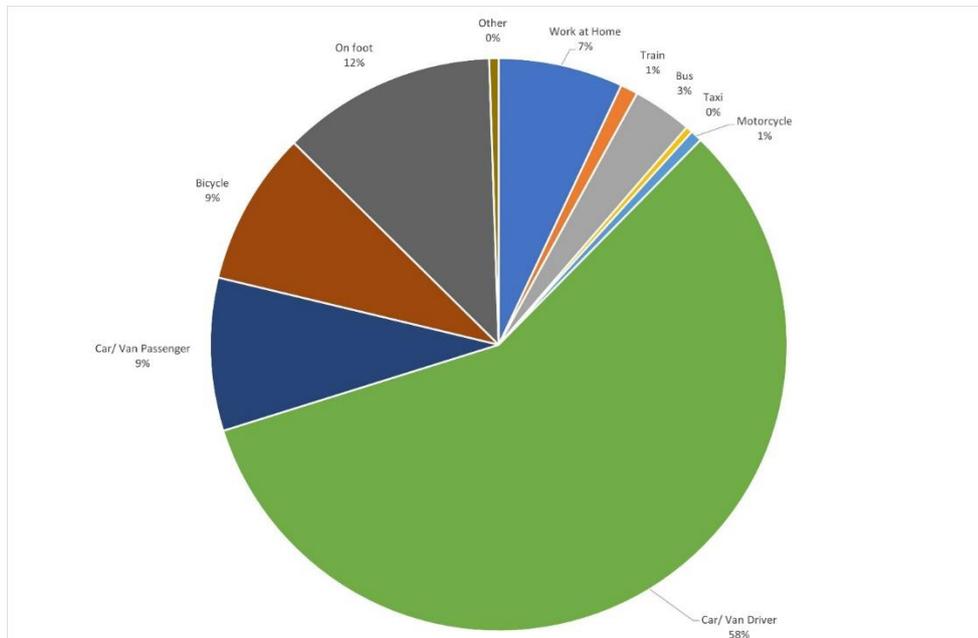
2.3.5. As of the 2021 census, the population of King’s Lynn was approximately 48,800 people and had grown by 6.1% since the 2011 census.

Travel to Work Mode Share

2.3.6. The 2021 census cannot be used for assessing journeys to work because it was undertaken during one of the lockdown periods of the Covid-19 pandemic and shows a very high proportion of home working trips and a tendency towards private travel (walk, cycle car driver) compared to what would have been expected during “normal” conditions. Consequently, the 2011 census has been used to get an insight into how people had travelled to work from King’s Lynn

2.3.7. Figure 2-3 shows a pie chart of the percentage of people travelling to work by various modes of travel from the 2011 census.

Figure 2-3 - 2011 Method of Travel to Work



2.3.8. Figure 2-3 shows that in 2011 active modes (cycling and walking) accounted for 21% of journeys to work trips, public transport about 4% and car drivers about 58%. The public

transport mode share is 3% (train and bus). A comparison of the King’s Lynn mode share with the national average for England and Wales are shown in Table 2-2.

Table 2-2 – 2011 Method of Travel to Work Comparison (QS703EW)

Travel Mode	King’s Lynn	England & Wales
Active Modes	20.7%	12.6%
Bus and Train	3.3%	7.2%
Car/Van Driver	57.8%	54.5%
Work mainly from home	7.0%	10.3%

- 2.3.9. Table 2-2 demonstrates that in 2011, King’s Lynn achieved a relatively high proportion of work trips by active modes compared with the national average (20.7% vs 12.6%), a relatively low percentage by bus (3.3% vs 7.2%) and showed that fewer people worked mainly from home (7.0% vs 10.3%). It is also noted that the percentage of people travelling as a car/van driver was higher than the national average (57.8% vs 54.5%).
- 2.3.10. It is very likely that the method of travel to work patterns today will differ from those seen in since 2011 because the impacts of the COVID-19 pandemic can still be seen in some modes of travel. For example, post-pandemic many offices have adopted a hybrid working pattern (part home worker, part commuter) which in some areas has become more established, with home working being most likely on Monday and/ or Friday.

2.4 Journey to Work Trip Length

- 2.4.1. As with the method of travel to work data, the journey distance data from the 2011 census has been used for this assessment, as the 2021 data is again affected by the Covid-19 pandemic restrictions. Table 2-3 shows the average distance travelled to work for the six main MSOA covering King’s Lynn, compared with the similar values for King’s Lynn and West Norfolk district, Norfolk and England. It is notable that journeys within King’s Lynn are shorter than average in King’s Lynn and West Norfolk,

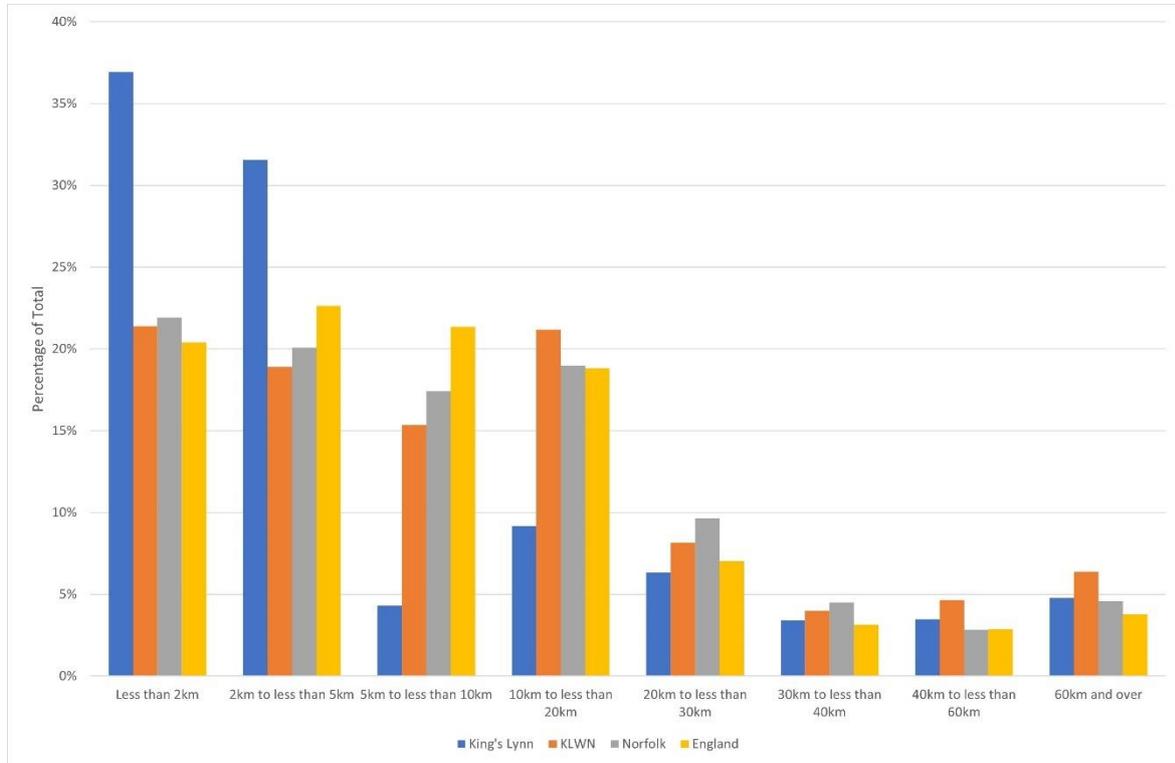
Table 2-3 – Average Distance Travelled to Work (2011)

Geographic Area	Distance (km)
King’s Lynn	11.1
King’s Lynn and West Norfolk	18.4
Norfolk	14.9
England	17.1

Source: 2011 Census, QS702EW

2.4.2. Figure 2-4 below summarises the distance travelled to work data for the six King’s Lynn MSOA by the distance bands from the census data. It also compares this against the average for KLWN, Norfolk and England.

Figure 2-4 – Distance Travelled to work by band comparison (QS702EW)



2.4.3. It is evident from Figure 2-4 that the proportion of short distance <5km trips to King’s Lynn town was substantially greater than seen at borough, county or national level (69% vs 40-43%) – this is because most trips within King’s Lynn are of less than 5km.

2.4.4. The proportion of trips to work from King’s Lynn within the 5km to 30km range, was consequently much lower than the national average, although there were more trips from King’s Lynn in the 30km and over range than average nationally (although less than at a borough or district level). The median trip length from King’s Lynn was somewhere between 2km and 5km, rather than the 5-10km range seen at larger geographies.

2.4.5. In general, 2km is considered a maximum walking distance and 5km a maximum cycling distance. This means that there is a significant opportunity to encourage King’s Lynn residents to travel to work by active modes.

Workplace Destinations

2.4.6. The Origin/ Destination (OD) data (WF01EW) from the 2011 census has been reviewed to identify where residents of King’s Lynn worked and where people who were employed in King’s Lynn lived. This data is shown in Figures A2 and A3 of Appendix A which show the workplace destinations of King’s Lynn residents and the home locations of King’s Lynn’s workers respectively. The OD data is summarised below:

- Of the 18,840 King’s Lynn residents travelling to work:
 - 69% worked in King’s Lynn
 - 82% worked somewhere in the BCKLWN area;
 - 88% worked in Norfolk
 - 11% worked in one of the six districts surrounding King’s Lynn and West Norfolk (South Holland, Fenland, East Cambridgeshire, West Suffolk, North Norfolk or Breckland)
- Of the over 25,852 employees working in King’s Lynn:
 - 49% also lived in King’s Lynn
 - 85% of people employed in King’s Lynn live in the KLWN borough area
 - 91% live in Norfolk
 - 11% live in one of the six districts surrounding KLWN borough.

2.4.7. It is evident from the 2011 census that King’s Lynn acts as a major employer destination not only for its own residents but for the wider borough. The workplace destinations also back up the short travel to work distances shown in the previous section.

2.4.8. Of particular interest are the people who live and work in King’s Lynn as they have the greatest opportunity to transfer to other modes rather than travel by car, such as walking, cycling and public transport, and these people would also be the most affected by the measures from the King’s Lynn Transport Strategy.

Car Ownership

2.4.9. WSP has compared the Car Ownership per Household data from the 2011 census and 2021 census, which are plotted by census output area (COA) in Figures A4 and A5 of Appendix A respectively. It is evident from these figures that the number of COA with less than half a car per household decreased while there are now more areas showing ownership rates of 0.5 to one per household. In general, car ownership rates are lower in the town centre than they are in the outer areas of King’s Lynn.

2.4.10. Table 2-4 below compares car ownership levels in King’s Lynn to the national average in England and Wales.

Table 2-4 – Car Ownership (HH = Household)

	King’s Lynn		England and Wales	
	Cars/ HH	% HH No Car	Cars/ HH	% HH No Car
2011	1.11	25%	1.16	26%
2021	1.19	24%	1.25	23%
Difference	+0.08	-1%	+0.09	-3%

Source: 2011 (KS404EW), 2021 (TS045 and TS045A)

- 2.4.11. It is evident that the rate of car ownership in King's Lynn is lower per household than the average for England and Wales, with the gap between the two widening between 2011 and 2021. It is also notable that the percentage of households without a car is falling at a slower rate in King's Lynn than it is in England and Wales.
- 2.4.12. While some aspects of car ownership depend on the financial circumstances of the local residents, other factors also influence the need for a second car or the decision not to own a car at all. The highly localised trip focus of many of King's Lynn residents is likely to factor into their car ownership decisions.

2.5 Summary

- 2.5.1. It is evident from the history, setting and the demographic details of King's Lynn that it is a major trip attractor in the local area, and that most residents do not need to leave King's Lynn for the majority of their day to day tasks and needs.
- 2.5.2. Inspection of the census data in this report indicates that the King's Lynn has a much shorter travel to work distances, a higher use of active travel modes and a lower rate of car ownership than that national average.
- 2.5.3. Additionally, the fact that most journeys to work were less than 5km, with nearly a third less than 2km, provides a significant opportunity to encourage travel by active modes within King's Lynn.

3 Vision and Objectives

3.1 Introduction

- 3.1.1. The proposed Vision and Objectives for this King's Lynn Transport Strategy update are provided in this section. These have been updated from those that were used in the previous Transport Strategy document to reflect current national and local policy direction.

3.2 Vision Statement

- 3.2.1. The vision statement for the transport strategy is similar to the previous one but with a minor change to include the need to address health outcomes as follows:

To support sustainable economic growth in King's Lynn by facilitating journey reliability and improved travel mode choice for all, whilst contributing to improve health; air quality; safety; and protection of the built and natural environment.

3.3 Objectives

- 3.3.1. The King's Lynn Transport Strategy objectives have been updated since the original work on the transport strategy. The previous objectives were as follows:
- Provide a safe environment for travel by all modes.
 - Encourage town centre accessibility by all modes whilst conserving and enhancing King's Lynn's rich historic environment.
 - Support sustainable housing and economic growth.
 - Reduce the need to travel by car through development planning.
 - Manage traffic congestion in King's Lynn.
 - Increase active travel mode share for short journeys.
 - Promote and encourage the use of public transport.
 - Reduce harmful emissions and air quality impacts.
- 3.3.2. These have now been updated to the following to reflect current national policy direction and to continue to support economic growth in King's Lynn:
- Enhance connectivity and accessibility for all within King's Lynn.
 - Encourage greater use of public transport in King's Lynn.
 - Encourage modal shift from private car to active travel in King's Lynn.
 - Support the delivery of planned housing growth and development in the Borough.
 - Protect and enhance King's Lynn's heritage and cultural environment through place-making.
 - Improve local air quality and King's Lynn's natural environment and reduce overall transport emissions.
 - Improve road safety in King's Lynn.

- 3.3.3. The Transport Strategy will be set within the context of the current policy and future development framework. However, as transport and travel choices continue to evolve the implementation of strategy will need to be reflect these changes.
- 3.3.4. The Transport Strategy will follow the understanding of the issues and opportunities, and concentrate primarily on the Short to Medium term (5 to 10 years) up to 2035, whilst also identifying some long-term aspirations for King's Lynn transport network (beyond 2035).
- 3.3.5. The implementation plan measures will address issues on the transport network to improve accessibility and help to make King's Lynn more attractive to economic investment and assist existing and new businesses within the town. The measures will also take account of the planned growth to ensure the towns can grow sustainably and will protect the historic areas of the towns which are important for their ability to attract visitors.

4 Network Audit: Public Transport

4.1 Introduction

4.1.1. This section is structured to provide an overview of the baseline information about the range of public transport service provided in King's Lynn, followed by specific information relating to the 2021 Census journey to work for that mode. A summary of the main problems and issues identified through a combination of document review, local observations and inputs from the officer and stakeholder consultations is also provided. The following public transport modes are available:

- Bus
- Passenger Ferry
- Rail
- Taxi

4.2 Bus

King's Lynn Bus Station

- 4.2.1. King's Lynn bus station is situated off Market Street, to the rear of Sainsbury's and B&M, at a central location to the town (King's Lynn, PE30 1DS) and serves the surrounding villages, towns and rural areas. The bus station comprises a canopy covered area for passengers with a series of drive in, reverse out bus stops. There are also bus stand spaces which allow buses to be parked within the bus station area between runs. There is both printed and electronic bus information available for passengers, toilets and seating and CCTV ensuring passenger safety.
- 4.2.2. The bus station was refurbished in 2016 and follow-up surveys suggested that users were content with the improvements that were made. The bus station is located within a 2-3 minute walk of King's Lynn railway station which establishes the centre of King's Lynn as a public transport hub. There is also a bus stop located immediately outside the railway station entrance which is served by the majority of services from the bus station.
- 4.2.3. Bus routes from the south access the bus station from Railway Road via Old Market Street. Buses heading south from the bus station use Portland Street to cut across the gyratory to avoid travelling all around the northern part of the gyratory to head south. With the levels of peak hour congestion on the gyratory typically being high, bus services reliability can be severely affected by the operation of this key part of their network. Bus services from the north and the east have to travel south past the rail station along Blackfriars Road and Railway Street to access the bus station which can add delay to the journey during the peak hours.
- 4.2.4. Figure A6 of Appendix A shows the roads served by local bus services and 400m accessibility areas, based on crow-fly distances, around each bus stop. This plan shows

that the majority of the King's Lynn urban area can be accessed by bus and around a five-minute walk from a bus stop.

- 4.2.5. The bus service frequencies vary across the town with a high concentration of bus services on Gaywood Road (A148) and also the Queen Elizabeth Hospital. Most residential areas have at least 3 buses per hour including North Wootton. South Wootton has a lower bus service frequency overall at 1 to 2 buses per hour. It is notable that bus services do not use Tennyson Avenue in their routing and therefore leaving parts of the residential areas, Rollesby /Oldmeadow Industrial area and parts of Pierpoint Retail park unserved by bus. Education transport services do make use of Tennyson Avenue.
- 4.2.6. A number of local circular routes operate alongside inter-urban and connections to the rural communities outside King's Lynn. Places served include Hunstanton, Wells, Cromer and Fakenham to the east; and Wisbech and March to the south.

Bus Priority

- 4.2.7. There are currently four locations in King's Lynn where measures to assist the priority of buses is available:
- Bus and cycle only route on Hardings Way from the junction with Wisbech Road to Boal Quay car park including rising bollards at both ends – this route is currently seldom used by buses;
 - Bus priority signals at the bus stop outside the rail station;
 - Bus lane on Stonegate Street up to the junction with Tower Place;
 - Bus lane on Millfleet up to the junction with London Road.

Bus Operators and Service Details

- 4.2.8. There are five main bus operators in King's Lynn, namely:
- Go To Town
 - Lynx
 - Coach Services
 - First Bus; and
 - Stagecoach
- 4.2.9. Go To Town is one of the two bus operators that provide most of the bus services in King's Lynn, primarily offering local, circular services operating within the King's Lynn urban area.



4.2.10. Table 4-1 summarises the local bus services operated by Go To Town from King's Lynn bus station.

Table 4-1 - Bus Services operated by Go To Town (as on 27 March 2023)

Service	Route	Mon-Fri	Saturday	Sunday
2	King's Lynn - North Lynn	30 mins	30 mins	Hourly
3	King's Lynn - North Wootton	20 mins	30 mins	Hourly
3H	King's Lynn - South Lynn (Circular)	80-100 mins	80-100 mins	No Service
3H	King's Lynn - South Wootton (circular)	80-100 mins	80-100 mins	No Service
4	King's Lynn - North Lynn	30 mins	Hourly	One Journey
5	King's Lynn - Gaywood	Hourly	Hourly	No Service
32	King's Lynn - Mileham	Two Services	No Service 1	No Service
47	King's Lynn - Downham Market	One service	No Service 2	No Service

4.2.11. The second main bus operator is Lynx, which operates bus services from King's Lynn to nearby towns such as Hunstanton, Fakenham and Downham Market. Table 4-2 summarises the bus services from King's Lynn bus station that are operated by Lynx.

Table 4-2 - Bus Services operated by Lynx (as on 27 March 2023)

Service	Route	Mon-Fri	Saturday	Sunday
33	King's Lynn - Hunstanton	Three departures	Two departures	No Service
34	King's Lynn - Hunstanton	30 mins	30 mins	Hourly
35	King's Lynn - Hunstanton	Hourly	Hourly	Hourly
36	King's Lynn - Fakenham (Coastliner)	30 mins	30 mins	30 mins
37	King's Lynn - Downham Market	Hourly	Hourly	No Service
38	King's Lynn - Fair Green	Two Departures	Two departures	No Service
39	King's Lynn - Marham	Six Departures	Six Departures	Two Hourly
41	King's Lynn - King's Reach	Two Services	No Service	No Service
42	King's Lynn - Fairstead (Circular)	20 mins	20 mins	30 mins
46/X46	King's Lynn - Wisbech	Two Hourly	Two Hourly	No Service
48	King's Lynn - Grimston	Hourly	Hourly	Two Hourly
49	King's Lynn - Fakenham	three departures	Two departures	No Service
49A	King's Lynn - Fakenham	Six Departures	Four Departures	No Service
54	King's Lynn - The Walpoles	three departures	Three Departures	No Service
54A	King's Lynn - St Clements School	One departure	No Service	No Service

4.2.12. Coach Services operate two bus services from King's Lynn bus station, both being longer distance services towards the south, towards Thetford and Brandon. Table 4-3 summarises

the bus services operated by Coach Services. These services operate less frequently than the more local bus services.

Table 4-3 - Bus Services Operated by Coach Services (as on 27 March 2024)

Service	Route	Mon-Fri	Saturday	Sunday
88	King's Lynn - Thetford	Two Hourly	Three Departures	No Service
89	King's Lynn - Brandon	Three departures	One departure	No Service

4.2.13. Stagecoach operates one bus service (plus a school variant of that service) between King's Lynn and Spalding in Lincolnshire. These services are summarised in Table 4-4 below

Table 4-4 - Bus Services Operated by Stagecoach (as on 27 March 2024)

Service	Route	Mon-Fri	Saturday	Sunday
505	King's Lynn - Spalding	30 mins	30 mins	60 mins
505B	King's Lynn - Spalding	One Journey, School Days Only	No Service	No Service

4.2.14. First Bus are the fifth and final bus operator in King's Lynn. First runs three long distance services connecting Peterborough and Norwich which pass through King's Lynn. Route A stops at all stops, Route B operates fast between Wisbech and King's Lynn and Route C operates fast between Swaffham and Norwich. Details of these services, which broadly follow a similar route, are provided in Table 4-5 below.

Table 4-5 - Bus Services Operated by First Bus (as on 27 March 2024)

Service	Route	Mon-Fri	Saturday	Sunday
A	King's Lynn - Norwich	Early/ Late only	Early/ Late only	Hourly
B	King's Lynn - Norwich	Hourly	Hourly	No Service
C	King's Lynn - Norwich	Hourly	Hourly	No Service
A	King's Lynn - Peterborough	Early/ Late only	Early/ Late only	Hourly
B	King's Lynn - Peterborough	Hourly	Hourly	No Service
C	King's Lynn - Peterborough	Hourly	Hourly	No Service

Summary of Bus services to Key Local Destinations in King' s Lynn

4.2.15. In general, bus services in King's Lynn operate at relatively good frequencies during weekday daytimes but are typically infrequent before 8am and after 6pm and on Saturdays and Sundays. WSP has reviewed the bus services available to some key destinations within King's Lynn including the hospital, college and several retail and industrial areas. This data is described in more detail below.

Industrial/ Retail Land Uses at Hardwick Road

4.2.16. Bus services do not currently enter the industrial/ retail parks along Hansa Road, Campbells Meadow or Scania Way, but do pass-by on Hardwick Road. Westbound bus services stop near McDonalds and eastbound bus services stop near Next with the westbound bus stop providing only a bus stop flag, while a bus shelter, seating and timetable information are provided for passengers waiting for the eastbound services.

4.2.17. Bus services on Hardwick Road are reasonably good, as summarised in



4.2.18. Table 4-6 below, with the bus stops being served by services 32, 37, 38, 39, 88, 89 and the three Excel services (A,B and C).

Table 4-6 – Bus Services on Hardwick Road

	Eastbound	Westbound
First Bus	05:42 (Service A)	07:40 (Service B)
Last Bus	21:12 (Service A)	21:14 (Service A)
08:00-09:00	Five Buses	Four Buses
17:00-18:00	Five Buses	Four Buses

Queen Elizabeth Hospital, Gaywood Road

4.2.19. The nearest bus stop to the hospital is located within the hospital campus and is served by all routes that run past the hospital on A1076 Gaywood Road (33, 34, 41, 48,49 and 49a). The hospital bus stop includes a fully enclosed bus shelter, seating and bus timetable information. The bus service patterns at the hospital are summarised in Table 4-7 below.

Table 4-7 – Bus Services at Queen Elizabeth Hospital

	Eastbound	Westbound
First Bus	06:38 (approx.)	07:32 (approx.)
Last Bus	20:20 (approx.)	21:40 (approx.)
08:00-09:00	Four buses	Three buses
17:00-18:00	Four buses	Three buses

College of West Anglia and University Centre West Anglia, Tennyson Avenue.

4.2.20. The College of West Anglia is served by three bus stops, one within the college campus that is irregularly served by services directly to the college (and has been excluded from the table below) and eastbound/ westbound bus stops on A148 Gaywood Road. None of the bus stops provide facilities for bus passengers beyond a bus stop flag.

4.2.21. In total 11 bus services pass the college on the A148, which are summarised in Table 5-7 as a follows:

Table 4-8 – Bus Services near College of West Anglia (Gaywood Road)

	Eastbound	Westbound
First Bus	06:32	06:54
Last Bus	20:13	21:45
08:00-09:00	2 buses	2 buses
17:00-18:00	2 buses	2 buses

Hardwick Narrows Industrial Estate

4.2.22. This industrial estate is not directly served by any of the local bus services operating in King’s Lynn, with the closest bus stops being located on Hardwick Road. These bus services are a long walk from the closest buildings in the industrial estate and it is considered that access by bus, while possible, would be impractical to most.

North Lynn Industrial Area

4.2.23. The North Lynn industrial area is located off Bergen Way and the A1078. The nearest bus stop is on Bergen Way, to the western end of the industrial estate, which is served by bus services 2 and 4 and the A1081, which is served by bus services 3, 3H, 35 and 36. The bus timings on Edward Benefer Way (Bergen Way)

Table 4-9 - Bus Services near College of West Anglia (Edward Benefer Way)

	Eastbound	Westbound
First Bus	06:32	08:04
Last Bus	16:33	19:12
08:00-09:00	5 buses	5 buses
17:00-18:00	No service	4 buses

Bus Fares

4.2.24. Bus fares are subject to the national single journey cap of £2 until 2024. In King’s Lynn, a flat fare of £1.50 is applied to any single journey that starts and finishes in the King’s Lynn town zone, and is valid for all five bus operators serving the town.

4.2.25. A range of weekly, flexible and young person discounts are also available on bus services in Norfolk. Standard rules apply to concessionary travel. Additionally, the Norfolk “Fusion” ticket allows passengers to use buses run by all 15 bus operators in Norfolk.

Summary of Issues

4.2.26. The following issues have been identified with bus services in King’s Lynn:

- Since the last similar data collection exercise several bus services have been withdrawn.
- The impact of the COVID-19 pandemic influenced travel patterns, particularly a reduction in bus usage.
- Bus journey time reliability is severely impacted by the delays encountered on the highway network through the centre of the town.
- Operational problems throughout King’s Lynn such as low hanging trees and indiscriminate parking constrain bus services and reduce journey time reliability.
- Bus services from villages are inadequate with limited bus services in the evenings, early morning and on Sunday’s.
- There is very limited bus priority provision in King’s Lynn and the width of the highway network is constrained to provide dedicated on-road provision for buses without severely impacting on the highway network generally.
- Norfolk Bus Fleet had 18% of Euro VI or zero emission vehicles in September 2021 which is far from completion of Zero emission bus fleet targets.
- Passengers travelling from north to south of the town need to change bus services via the bus station which does not offer an attractive option for passengers and increases the passenger journey times.
- The bus fare levels in King’s Lynn are not competitive with town centre car parking charges, particularly if people are travelling in a group.
- There is opportunity for improved ticketing between the operators which could offer a better public transport experience to users.
- Whilst the network coverage of bus services in King’s Lynn is good and there are some areas that have a very high level of service frequency, the employment areas are poorly served in terms of their times of operation which often do not cover the shift times with the last service being relatively early in the evening.
- The waiting environment at most bus stops is poor, with many bus stops simply consisting of a bus stop flag with no further facilities or bus information provided.

4.2.27. As a result of the cumulative impacts of these issues the bus services have a relatively low mode share for the journey to work at 2%, whereas the national average was 4%.

4.3 West Lynn Passenger Ferry

4.3.1. The West Lynn Passenger Ferry allows transport over River Great Ouse providing a link between West Lynn and King’s Lynn which avoids a much longer vehicular route via Wisbech Road into King’s Lynn. The ferry service is often referred to as the “steps ferry” due to historic use of steps leading down to the riverbank where it docks. It runs from the

West Lynn Terminal (Ferry Square, West Lynn, PE34 3JQ) and the King’s Lynn Terminal (Ferry Lane, King’s Lynn, PE30 1HN). Free parking is available at the West Lynn terminal. The service is operated by West Lynn Ferry Ltd and has been running since 1285 in various guises, it provides a convenient service for commuters who wish to avoid travelling via Wisbech Road or A47 and parking in the town centre. The ferry route and boarding locations are shown in Figure A7 in Appendix A.

4.3.2. As of March 2024, the ferry service runs Monday to Saturday between 7am and 6pm – at peak times the ferry will run continuously (7am to 9am and 5pm to 6pm) and every 30 minutes from 9am to 5pm.

4.3.3. The ferry can transport up to 12 passengers at a time. The fare structure is summarised in **Table 4-10** below.

Table 4-10 – King’s Lynn Ferry – Fares (as on 27 March 2024)

Age	Type	Fare
Adult	Single	£1.40
Adult	Return	£2.30
Child	Single	£1.10
Child	Return	£1.70

4.3.4. At high tide, the ferry runs between pontoons at West Lynn and King’s Lynn, however at low tide the pontoons can be grounded and passengers sometimes have to cross the mud flats on wooden boards. There is no disabled access to the ferry at present, and it can be difficult for passengers with limited mobility to access the ferry on the West Lynn side.

Summary of Issues

4.3.5. The following problems have been identified with the West Lynn Ferry service:

- Operational Delays – Mechanical issues and maintenance requirements can result in delays and suspension of the service, especially during the winter months where adverse weather conditions lead to disruptions and cancellations.
- The tidal nature of the river means that the conditions are operationally difficult at low tide with a need to walk along gangplanks to access the boat. This makes it an inaccessible service for disabled users / pushchairs / elderly or very young people as there is also a stepped access to the water from the Quayside in King’s Lynn.
- During peak hours the ferry may experience capacity constraints as it can only take up to 12 passengers at a time.
- At busy times there is insufficient car parking on the West Lynn side
- In terms of specific maintenance:

- 4.3.6. There are isolated locations where the concrete beneath the step tread over-cladding has disintegrated to the extent where the tread over-cladding has become loose and has inadequate support. Loose tread over-cladding to be re-attached including reinstatement of adequate support beneath the tread over-cladding.
- 4.3.7. At one location the top handrail adjacent to the groyne has become detached from its vertical support post. Handrail to be re-connected to the vertical post.
 - Ferry usage has declined from circa 80,000 passengers in 2018-19 (pre-Covid) to circa 25,000 passengers in 2022-23 (post-Covid). We recommend that the reasons behind this decrease are investigated by way of a public user survey study, with the overall purpose of this study being to establish what might now be the realistic achievable demand for the ferry service.

4.4 Rail

The Station

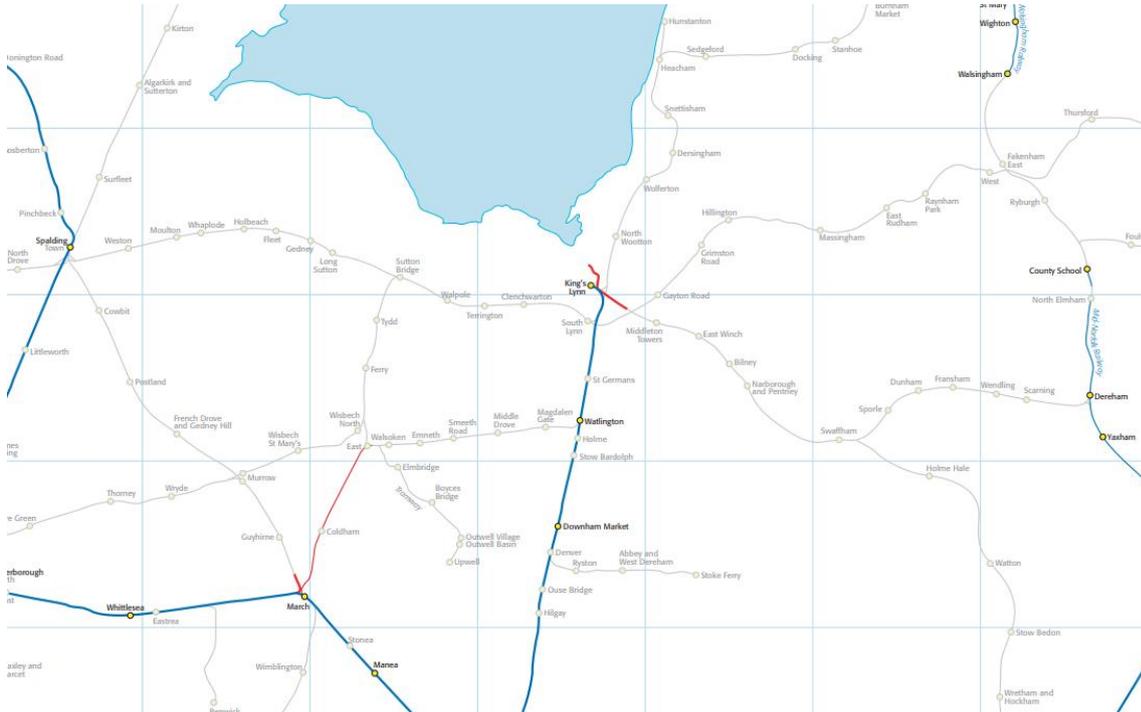
- 4.4.1. King's Lynn railway station is accessed by vehicle from Blackfriars Road where three car parks are available for station car parking, providing in the order of 300 spaces. Bus services are available outside the station where a shelter is provided and space for two vehicles. On Blackfriars Road there is a dedicated area for buses to stop (effectively a bus lane) with a separate signal to give priority to the bus to get it back into the traffic which works with the pedestrian crossing from the rail station into Waterloo Street to the town centre.
- 4.4.2. Cycle provision in the form of two-tier sheltered racks is also available on the rail station forecourt. Storage for other cycle equipment is not available. There are also car parking areas and a taxi-rank adjacent to the station.

History

- 4.4.3. Historically, King's Lynn enjoyed rail links north, east and west as well as to the south. Withdrawn passenger destinations include:
 - Norwich and Spalding (withdrawn in 1959)
 - Hunstanton (1969)
 - Wisbech and Dereham (1968)
 - London Liverpool Street (2023)
- 4.4.4. The routes of some of these lines can still be seen in the urban areas of King's Lynn, and into the wider countryside.

4.4.5. Figure 4-1 shows an extract from the New Adelstrop Rail Atlas showing the existing and historic rail routes in the vicinity of King's Lynn.

Figure 4-1 - Existing and Historic Rail Routes around King’s Lynn



Station Usage

4.4.6. Train journeys to work accounted for 1% mode share for travel to work (Census 2011). The Office of Road and Rail (ORR) Estimates of Station usage 2022-2023 shows that the number of rail passengers using King’s Lynn railway station (757k) had fallen by nearly 24% since the passenger peak of 991k in 2018-2019 – this appears to be as a result of a significant drop to only 240k passengers during the height of the Covid-19 lockdown restrictions, and indicates that patronage has not recovered to previous levels.

Train Services

- 4.4.7. King’s Lynn is a northern terminus for the Great Northern services from London Kings Cross. Before changes to their timetable made in May 2023, Greater Anglia also ran services to King’s Lynn from London Liverpool Street, however, these services are now withdrawn.
- 4.4.8. The tables below summarise the service patterns on Great Northern services to and from King’s Lynn railway station.

Table 4-11 – Great Northern Train Services from King’s Lynn (to June 2024)

	Mon-Fri	Saturday	Sunday
First Departure	04:44	05:42	08:25
Last Departure	22:42	22:58	22:25
Peak Frequency	30 mins	30 mins	Hourly
Off-Peak Frequency	Hourly	Hourly	Hourly

Table 4-9 – Great Northern Train Services to King’s Lynn (to June 2024)

	Mon-Fri	Saturday	Sunday
First Arrival	06:30	07:30	09:54
Last Arrival	00:56	00:56	00:53
Peak Frequency	30 mins	30 mins	Hourly
Off-Peak Frequency	Hourly	Hourly	Hourly

- 4.4.9. Most rail services from King’s Lynn run to London King’s Cross, with a stopping service to Cambridge then non-stop to London.
- 4.4.10. The journey time to Ely is 30 minutes; Cambridge 50 minutes; and London just under two 2 hours. The rail service is therefore attractive for both commuter weekday and leisure weekend destinations.
- 4.4.11. King’s Lynn railway station provides an interchange to bus services, 104 cycle parking spaces, car parking and a taxi rank for ongoing travel. The station is also walkable to the main town centre facilities. King’s Lynn station has accessible access to the platforms and also provides accessible toilet facilities, disabled parking and boarding ramps for wheelchair users to get onto the train.
- 4.4.12. There are two level crossings in King’s Lynn at:
- Tennyson Avenue
 - Extons Road
- 4.4.13. These are activated for inbound and outbound trains to King’s Lynn and therefore the barrier is down twice an hour through the day and 4 times per hour during the peak hours. On average the barrier is down for approximately 2 minutes for each train.
- 4.4.14. Early discussions with some Borough Council members have indicated the desire to see additional new railway stations to serve a parkway demand and/or park and rail services to the town centre. Such measures can be evaluated in the multi-criteria assessment

framework (MCAF) that will form part of the process for devising the Transport Strategy and Implementation Plan. A likely first step would be an initial feasibility study.

Summary of Issues

4.4.15. The following issues have been identified within the

- Rail use makes up a relatively small proportion of commuter trips at 1%.
- Use of King’s Lynn station has not recovered to pre-pandemic levels;
- Cycle storage provision at the rail station is not covered by CCTV and is therefore not attractive to use due to security issues.
- Access to the rail station is limited by its location on the central gyratory and the availability of car parking and reliable bus services.
- The disused rail line between King’s Lynn and Hunstanton could be better utilised for additional rail provision or rapid transport system, however some sections have now been built over.
- Withdrawal of Greater Anglia services reduced destinations and service availability from King’s Lynn
- Local Member desire for new rail infrastructure

4.5 Taxis

4.5.1. **Table 4-10** below details the Hackney Carriage operations in King’s Lynn, Figure A8 in Appendix A shows the locations of the appointed taxi ranks around the main town centre area.

Table 4-10 – Taxi Rank Facilities in King’s Lynn (based on BCKLWN website)

Location	Nearby Premises	Operating Times
Corner of New Conduit Street	Vancouver Quarter	Monday to Sunday 24 hours
Blackfriars Street	Taste of India	Monday to Sunday 10pm – 6am
Norfolk Street	Between RSPCA and Rowlingson’s	Monday to Sunday 6pm – 8am
Tuesday Market Place	Fraser Dawbarns / Globe Hotel / Prezzo’s	Monday to Sunday 24 hours
Sainsburys Lower Level Car Park	Sainsburys	Monday to Sunday 24 hours
King’s Lynn Railway	Railway Station	Monday to Sunday

Station Car Park		24 hours
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- 4.5.2. The Hackney Carriage fare card (effective from 7 January 2022), which is the latest version found on the King’s Lynn and West Norfolk website indicates that the minimum fare is £5 for journeys of less than one mile and £5 for the first mile, then £2 per mile thereafter for longer journeys. Waiting time is charged at 25p per minute or part thereof. Taxi services are provided private operators, licenced by the council.

5 Network Audit: Active Modes

5.1 Introduction

- 5.1.1. This section covers travel by cycling, walking and wheeling and describes the facilities and opportunities that are available within King's Lynn. The proposals section focuses on the Local Cycling and Walking Infrastructure Plan (LCWIP) for King's Lynn dated 2022, as the aim of the LCWIP was to identify improvements to the existing network of walking and cycling.
- 5.1.2. Providing improved opportunities for active travel will encourage people in King's Lynn to look again at modes such as walking and cycling which will help to bring health, economic and environmental benefits to the town.

5.2 Cycling

- 5.2.1. The National Cycle Network (NCN route 1) within King's Lynn can be seen from Figure A9 in Appendix A. As shown, the National Cycle Network runs through the central areas of the town and provides cyclists with a network linking South Lynn to South Wootton; with a route that is predominantly off road. The NCN route ties in with an extensive network of local cycling routes, also shown in Figure A9, which combine to provide cycling links to most of the key locations throughout King's Lynn such as areas with key employment, industrial estates, and retail parks. Furthermore, the cycling network links to major transport hubs, including the bus and railway stations, this allows for multi modal sustainable transportation options.
- 5.2.2. There are a series of cycle parking facilities in the town centre area, as shown by a padlock in a yellow circle on the cycling map. Cycle parking in the town centre mainly comprises Sheffield Stands which are passively observed by passing pedestrians, and possibly by CCTV from adjacent buildings, but are typically located in areas with lower pedestrian footfall. The cycle parking is generally outdoors and not covered.
- 5.2.3. Figure A10 in Appendix A of this report shows indicative cycling isochrones, identifying approximate travel time catchments from the town centre at 1km intervals, equivalent to approximately a five minute cycle ride, up to a total distance of 5km (20-25 minutes cycle time).
- 5.2.4. The cycle isochrones indicate that most destinations and key locations such as places of education (Nursery, Primary, Secondary and Tertiary schools), Queen Elizabeth Hospital, places of employment and services available at Riverside Industrial Estate (north), the Port of King's Lynn (north), North Lynn Industrial Estate (north), Hardwick Retail Park (southeast) and St Nicolas Retail Park (north) are accessible within approximately a 10 minute travel catchment by bicycle of the town centre. The local routes and NCN1 allows cyclists to access key destinations such as the Queen Elizabeth Hospital, places of education (Nursery, Primary, Secondary and Tertiary) and places of leisure activities (public parks and

leisure centres) using off road and quieter routes (in some cases these routes would be less direct, but safer than the fastest route)

- 5.2.5. The wider areas within an estimated cycle time of 10 to 25 minutes include places of employment at the south namely Saddlebow Industrial Estate and Willows Business Park; moreover, transport links allow access to areas such as West Lynn, West Winch, South Wootton and Clenchwarton. Evidently, a large proportion of the wider area is accessible by cycling over a reasonable journey time. This cycle isochrone figure provides an indication of the cycle catchment for the centre of King's Lynn, however a number of the routes included may be unsuitable for cycle use due to the nature of the road or lack of available dedicated cycle provision along the route and inherent safety issues. However, there is a high level of provision for off-road cycle routes in King's Lynn which means that cycling is an attractive mode of travel in the town.
- 5.2.6. The document review has identified that the residents of King's Lynn cycle more than the national average as part of their daily commute 9% for the journey to work – with the 2011 Census Method of Travel to work data indicating that the national average for England and Wales was only around 3%.
- 5.2.7. The higher-than-average cycling mode share is indicative of the relatively short distance of most commuting trips in King's Lynn, with over three quarters of these trips being easily undertaken in less than 25 minutes by bicycle. It is likely a similar cycling mode share may apply to other journey purposes in the local area too, as the greater the distance the lower the cycle mode share. Also, if facilities such as cycle lanes are available studies show that a greater amount cycle trips are performed hence the town centre areas are more accommodating to cycle activities than outer areas.
- 5.2.8. Levels of connectivity between the existing cycle networks could be improved and these have been identified in the King's Lynn Local Cycling and Walking Infrastructure Plan (2022). Furthermore, introducing additional cycle links could be developed to facilitate the existing cycle demand, as this would also promote and support growth in cycle usage.

Summary of Issues

- 5.2.9. The following sets out some of the issues and challenges, as well as suggested solutions to improve the levels of cycling in King's Lynn:
 - Cycling on the roads is considered dangerous around King's Lynn due to the following: parked cars on the road / footway; narrow roads with cars parked on both sides; potholes and drains.
 - Notable areas include Gaywood clock and London Road/ Railway Road which could benefit from on-road protected cycle provision where space allows.
 - There is no safe place for cyclists to safely cross the A149 to access King's Lynn which limits opportunities for cycle trips from here.
 - Cycling on roads is dangerous in King's Lynn; safety issues include parked cars impeding the road/footway which narrows key routes and alters accessibility.

- A lack of safe crossings for cyclists particularly on the A149 which limits opportunities for cycle trips.
- Lack of cycle storage provision and safety particularly at the train station where storage provision is not monitored by CCTV.
- Traffic congestion around King's Lynn during peak hours make cycling a less appealing mode of transportation.
- The network connecting the town centre with surrounding villages isn't sufficient.
- There are areas where improved signage and way marking would be beneficial for cyclists and pedestrians.
- General maintenance of the cycling network could be improved such as addressing paving defects, vegetation clearing and uneven surfaces.
- Lack of education on the benefits of active travel to help make cycling a more attractive option.
- Awareness and enforcement of cycling on the footways is a grey area which needs to be dealt with through education and policy.
- The road network in King's Lynn at peak times is not conducive to on-road cycle usage at peak times and cyclists should make themselves visible to other road users at all times to assist with their safety.
- Cycle provision from the villages outside King's Lynn urban area is limited and could be improved to encourage increased cycle trips from these neighbouring areas.
- Hardings Way and the Quayside provide a very valuable asset for cyclists in King's Lynn offering a traffic-free environment. This is an important leisure and tourism route for cyclists.
- Safety of crossing the B1144 Tennyson Avenue. Areas of concern include the junction with Gaywood Road, as well as the junction at King George V Avenue. Notable areas either side of the level rail crossing on Tennyson Avenue. Considering the NCN1 runs through The Walks park and continues over this road the safe passage of cyclists and pedestrians should be facilitated – assessments of collision data, desirable locations and related desire-lines further support these recommendations.
- Overall, wayfinding signs and road markings were observed as acceptable and consistent. General maintenance to ensure information displayed to pedestrians and cyclists is clearly presented.
- Observable pavement defects did not indicate major structural issues such as subgrade failures; rather, assessment of the area realised faults with surface/binder layers that require general localised maintenance.
- The relationship of cycling and other modes is a general issue in King's Lynn, cycles on trains and buses could be beneficial to overall transport mode share and making these modes more attractive to users.
- More journeys associated with education could be provided for by bicycle if safe routes and crossings could be provided along with improved secure storage.
- Not all parts of the cycle network in King's Lynn are linked together.

5.3 Walking & Wheeling

- 5.3.1. A pedestrian audit was undertaken to assess accessibility, connectivity and safety of pedestrian and cycle movements in King's Lynn. In general, most roads in King's Lynn are flanked by narrow, poor quality footways (although this is worst in the older parts of the town), however the town is relatively flat.
- 5.3.2. Figure A11 of Appendix A shows indicative walking isochrones, based on an average walking speed of 80m per minute (circa 4.8kmph), up to a maximum walking distance of 2km (20-25 minute walk) from the town centre. The walking isochrones demonstrate that all local facilities in the town centre are within easy walking distances.
- 5.3.3. Health care facilities such as the Southgate Medical Centre and St Augustine's Surgery, as well as places of education (Nursery, Primary, Secondary and Tertiary schools) are accessible with a maximum walking time of 5 to 15 minutes from the town centre.
- 5.3.4. Within 15 to 25 minutes travel on foot it is estimated that popular destinations over the wider area are achievable, this captures places of employment and services at Riverside Industrial Estate (north), the Port of King's Lynn (north), North Lynn Industrial Estate (north), Hardwick Retail Park (southeast) and St Nicolas Retail Park (north).
- 5.3.5. Walking is estimated to be performed by around 17% to 22% of the residents within the town centre and North Lynn area; moreover, approximately 14% to 17% of residents in areas immediately around the town centre travel to work on foot; specifically, South Lynn areas between the town centre and the A148 (around the South Gate), as well as parts of Gaywood. This behaviour is again linked to travel distances between origins (homes) and destinations (work place). It is intuitive that over shorter distances the likelihood of walking trips being performed increases – where an acceptable standard of provision and access for pedestrians is provided. Appendix A provides further geographical evidence of this.
- 5.3.6. This demonstrates that travel on foot is currently accommodated by existing infrastructure. As stated, the document Pedestrian and Cycle Audit Report identifies issues concerning pedestrian accessibility, connectivity and safety levels. Furthermore, studies have shown that aesthetically pleasing public spaces, pedestrianised locations and areas not infringing on safety do encourage individuals to undertake more walking trips. Further improvement to the pedestrian environment should be encouraged to maintain the high mode share.

Summary of Issues

- 5.3.7. The following sets out some of the issues and challenges, as well as suggested solutions to improve the levels of walking and wheeling in King's Lynn:
 - King's Lynn has a high level of walking within the town, due to the layout of the road network it is often quicker to get around by walking and routes which provide important cross-town connections should be encouraged
 - Footway maintenance is important to ensure people are able to safely continue to walk within the town.

- Provision needs to be made for pedestrians on desire lines to enable them to access their destination as easily as possible within a safe environment. A number of locations have been identified where accident clusters have occurred during a five year period and improvements to provision at these locations should be considered.
- Hardings Way and the Quayside provide an important route for pedestrians wishing to avoid London Road to access the town centre and education in the Friars area.
- There are some areas where improved way-marking for pedestrians would be beneficial. Some wayfinding signs were observed to be weathered/dirty which obstructs the displayed information at the footway between Blackfriars Road to Lynn Road.
- The road width at Railway Road is very wide with 3-4 lanes of traffic at the pedestrian crossings with no central island for protection in instances when the traffic lights change before walking all the way across causing a serious hazard for pedestrians and vulnerable road users in particular.
- Protection for pedestrians crossing the gyratory where it is 4-lanes wide with no central island is very hazardous.
- During pedestrian and cycle audit it was observed that vehicles were forced to mount footways at Friars Street as drivers negotiated around parked vehicles which could compromise pedestrian safety.
- General maintenance issues were also observed during the pedestrian and cycle audit that may improve safety standards if addressed. These include re-painting of surface marking (for example, to indicate cycle lanes), replace or repair guard rail at Blackfriars Road and address parked vehicle mounting footways obstructing pedestrian movements.

5.4 LCWIP Proposals

- 5.4.1. The key proposals in the LCWIP primarily focus on improving existing routes by implementing a range of measures including:
- Reduced guard railing
 - Improved footways
 - Introducing cycle paths/ lanes
 - Providing additional crossing points and reducing wait times at existing crossings.
 - Improved wayfinding
- 5.4.2. A summary of the LCWIP proposals map can be found in Figure A12 Appendix A. Further details can be found in the LCWIP document.

6 Network Audit: Highway Network

6.1 Introduction

- 6.1.1. Within this section a number of areas of private travel and transport are covered in terms of their application in King's Lynn. Namely these are:
- Roads
 - Accidents
 - Congestion hotspots
 - Car parks
 - Access and loading
- 6.1.2. Each section is structured to provide an overview of the baseline information about the range of service provided for private travel in King's Lynn, followed by specific information relating to the 2011 Census journey to work for that mode. A summary of the main problems and issues identified through a combination of document review, local observations and inputs from the officer and stakeholder consultations is also provided.

6.2 A-Roads

- 6.2.1. King's Lynn sits at the confluence of several major roads including the A10, A17, A47 and A149. These roads are described in more detail below. It is noted that several low numbered A-roads end at King's Lynn showing its historic importance as a settlement.
- 6.2.2. The A10 runs from central London to King's Lynn passing through Hertfordshire and Cambridgeshire. Locally the A10 provides a direct connection from King's Lynn to Downham Market, Ely and Cambridge.
- 6.2.3. The A17 runs from Newark-on-Trent to King's Lynn providing a direct link from King's Lynn to the A1.
- 6.2.4. The A47 is a significant route running from Leicester to Great Yarmouth, passing around the southern side of King's Lynn. The A47 provides links from King's Lynn to Leicester, Peterborough and Wisbech to the west and to Norwich and Great Yarmouth to the east. At Great Yarmouth, the A47 heads south to Lowestoft. The A47 is a trunk road, managed by National Highways.
- 6.2.5. The A148 runs from the A47 just to the south of King's Lynn, through the town, then west towards Fakenham, Holt and ends at Cromer on the north Norfolk coast.
- 6.2.6. The A149 starts at the Southgates roundabout in King's Lynn, runs south and then wraps around the eastern side of King's Lynn. After King's Lynn the A149 continues north passing Dersingham, Heacham and Hunstanton before continuing along the north Norfolk coast through Wells-next-the-Sea, Sheringham and Cromer before turning south towards North Walsham and Stalham before ending at Great Yarmouth.

- 6.2.7. There are several large interchanges situated south of King's Lynn, including:
- A47/ A17/ Clenchwarton Road (Pullover roundabout), located to the south-west;
 - A47/ A148/ High Road interchange, located south of King's Lynn; and
 - A47/ A10/ A149 West Winch interchanges, located to the southeast.
- 6.2.8. To the east of King's Lynn, there are also several roundabouts along the A149 including:
- A149/ Greenyard Way (Jubilee Roundabout) providing a connection into the northern end of the Hardwick Industrial Estate;
 - A149/ A1075/ B1145 roundabout, providing a connection to the Gaywood area and hospital to the west and several villages to the east;
 - A149/ A148 (Knight's Hill) roundabout providing access to South Wootton area to the east and the destinations along the A148 described above.
- 6.2.9. The final access to the King's Lynn area is at a staggered priority junction between the A149 and Lynn Road providing access to Castle Rising and North Lynn

6.3 Local Roads

- 6.3.1. The three main routes into King's Lynn from the south are:
- From the Pullover roundabout, via Clenchwarton Road and Wisbech Road;
 - From the A47/ A148 interchange, via Nar Ouse Way; and
 - From the West Winch interchange via Hardwick Road.
- 6.3.2. All three routes from the south meet at the Southgates Roundabout which is a five-arm signal-controlled roundabout, which is congested at peak times. To the north of the Southgates Roundabout, London Road continues towards the town centre and North Lynn, while Vancouver Avenue bypasses the town centre and provides a link towards the Gaywood area.
- 6.3.3. London Road continues north until it meets the Railway Road/ Blackfriars Road gyratory located to the east of the main town centre shopping area. Both the bus station and railway station are located just off of this gyratory.
- 6.3.4. To the north of the Gyratory, John Kennedy Road links towards North Lynn via Edward Benefer Way while to the west the A148 continues through Gaywood to South Wootton and the A149.

6.4 Car Parking

- 6.4.1. There are a variety of different council and privately owned car parks around King's Lynn. The car parks in the town centre area are primarily council owned, while there are also large car parks at the retail park areas and supermarkets.
- 6.4.2. Further assessment and detail of the car parking in King's Lynn is being prepared and a summary will be added to this report.

6.5 Congestion Hotspots

- 6.5.1. An assessment of congestion hotspots in King’s Lynn has been undertaken through information gathered from Google Maps.
- 6.5.2. Figure A13 in Appendix A identifies and summarises the areas where congestion typically occurs within the highway network in King’s Lynn during the morning and evening peak hours (08.00-09.00 and 17.00-18.00). The areas with a slow movement of traffic are marked in red.

Table 6-1 – Congestion Hotspots

	Location	Time	Description
Ref No. 1	A148/B1144/A149 (Southgates) roundabout. At southern outskirts of town centre	AM peak	<p>Hardwick Road. Northwest-bound traffic: Heavily congested Extending back approx. 475m from roundabout to Bridge Bungalow Returning to free-flow at approx. 550m back from B&Q King’s Lynn A148-Nar Ouse Way. Northbound traffic: Heavily congested Extending back approx 200m from roundabout Returning to free- flow at King’s Lynn Innovation Centre, slight congestion for approx. 700m Wisbech Road. Eastbound traffic: Heavily congested Extending back approx. 230m from roundabout. Returning free-flow speeds after approx. 600m passing Bunnet Avenue A148-London Road. Northbound traffic: Heavily congested Extending from roundabout approx. 105m to Southgate Street Traffic speed slightly affected after that</p>
		PM peak	<p>A148-London Road. Southbound traffic: Heavily congested Extending from roundabout along length of</p>

	Location	Time	Description
			route B1144-Vancouver Avenue. Southwest-bound traffic: Heavily congested Extending approx. 250m to York Road from roundabout Slight congestion along whole route apart from a small section near Extons Road
Ref No. 2	A47/A17/Clench warton Road (Pullover) junction At south-western outskirts of town centre	AM peak	A17 Eastbound traffic: Congestion extending from roundabout for approx. 100m. A47 Westbound traffic: Congestion extending from roundabout for approx. 115m.
		PM peak	A47 Westbound traffic: Congestion extending from roundabout for approx. 380m.
Ref No. 3	London Road, leading to Railway Road	AM peak	London Road Northbound Slightly congested approx. 485m from Southgate to Istanbul Kebab and Pizza House
		PM peak	London Road and Railway Road Southbound Heavily congested extending from roundabout for approx. 700m.
Ref No. 4	A148/Blackfriars Street/ Austin Street/ Gaywood Road/ Located at northern part of town centre.	AM peak; and PM peak	All areas of junction and length of routes are slightly/heavily congested during all peak travel times in all directions.
Ref No. 5	Tennyson Avenue/A148 priority T-junction	AM peak; and PM peak	All areas of junction and length of routes are slightly/heavily congested during all peak travel times in all directions.

	Location	Time	Description
	Situated at eastern part of town centre		
Ref No. 6	Lynn Road/A1076 priority T-junction Located at eastern part of town centre	AM peak; and PM peak	All areas of junction and length of routes are slightly/heavily congested during all peak travel times in all directions.
Ref No. 7	A148/ Wooton Road	AM peak; and PM peak	Wooton Road - Southbound AM peak. Slight congestion from the Clock Pharmacy to just before Denmark Road. PM peak. Heavy congestion from the Clock Pharmacy to Lavendar Road. Returning free-flow speeds after approx. 500m.
Ref No. 8	Queensway/ Gayton Road priority junction East of town centre	AM peak; and PM peak	Queensway onto Gayton Road Southbound turning (left) eastbound onto Gayton Road Slightly congested along length of road Better conditions during PM, returning to free flow towards end of PM peak hour Queensway onto Gayton Road Southbound turning (right) westbound onto Gayton Road Slightly congested along relative length of road
Ref No. 9	A1076/A149- Queen Elizabeth Road roundabout East of King's Lynn	AM peak; and PM peak	AM peak. Northern arm of the roundabout operating at optimal capacity. All other approaches slightly/heavily congested for significant lengths of the link. PM peak: All approaching routes slightly congested. South and western arms exiting the roundabout slightly congested for significant proportion of the road.
Ref No.	A149/ A47	AM peak	A149-Queen Elizabeth Way.

	Location	Time	Description
10	grade-separated (Hardwick) junction At south-eastern outskirts of town centre		Heavily congested Northeast-bound from A47 roundabout to A149 roundabout approx. 2.5km. A10-Westwinch Road. Southbound traffic: Slightly congested. Extending from roundabout along length of route for approx. 3km.
		PM peak	A10-Westwinch Road. Southbound traffic: Slightly congested Extending from roundabout along length of route, past Babingley Place. Hardwick Road. Northbound and Southbound traffic: Slightly congested Extending from roundabout along length of route, past Hardwick Industrial Estate.

- 6.5.3. Due to lack of significant route choice in the highway network within King’s Lynn and the limited alternative routes available, when incidents occur, either within the town or on the strategic network (A47 and A149), excess traffic congestion can occur.
- 6.5.4. Besides the conditions during the AM and PM peak hours it is also recognised that there can also be issues on the highway network as a result of leisure and tourism traffic wishing to access the north Norfolk coastline and nearby towns to the north of King’s Lynn. It is understood that congestion on the A47/A149 can result in leisure and tourism trips diverting through King’s Lynn during seasonal peaks.

6.6 Loading / Access

- 6.6.1. The Vancouver Centre is a key shopping area in King’s Lynn providing a variety of shops, services and restaurants for people visiting the town centre. While areas are currently under redevelopment, the key access areas are presumed to remain. Access for loading to the Vancouver Centre is provided from a subsequent network of minor roads branching off Railway Road; therefore, depending on the location of the loading area, Vancouver Centre is directly accessible via Blackfriars Street, Paradise Parade, Market Street, Oldsunway, Paradise Lane and Norfolk Street. Moreover, Railway Road is a one-way (northbound) system forming part of the inner gyratory road with Austin Street and Blackfriars Road, which links to the key transport routes of the A418 as well as John Kennedy Road.

- 6.6.2. Elsewhere in the town centre access for loading is available via the local network. There is no evidence of any other areas where loading/unloading provides conflict with general traffic flow and exacerbates congestion in the town.
- 6.6.3. There are a number of routes through the town where vehicle weight restrictions are in operation, the most recent restrictions were applied to the B1144 which runs along Vancouver Avenue, Tennyson Road and Tennyson Avenue limiting the vehicle weight to 7.5 tonnes due to local concern about the use of this route. Other routes within the study area enforcing vehicle weight limits to a maximum of 7.5 tonnes include Loke Road – except for access; Wisbech Road – except for loading; and Gaywood Road and Lynn Road – except for loading. The residential areas of Queen Mary Road and Wisbech Road also have weight restrictions in place. There is a height restriction at the historic South Gate of 4.1m for northbound traffic on London Road and on Tennyson Road where the road meets the railway of 5m. Also, a width restriction of 2m is in place on Priory Lane.

6.7 Accidents

- 6.7.1. Accident plots and supporting accident information for the 5 years from 2017 to 2023 have been supplied by NCC to assist in identifying accident cluster areas in King's Lynn including cases where cyclists or pedestrians were involved. The information from 2017-2023 was chosen so that we can exclude the main Covid-19 Pandemic Lockdown year (2020-2021) and still have 5 years of data. The following analysis provides an overview of the accident statistics for King's Lynn. Figure A14 of Appendix A shows the locations all accidents across Kings Lynn while Figure A15 of Appendix A shows more details of the accident cluster locations.
- 6.7.2. To summarise for the 5-year period there have been 653 total accidents with 9 Fatal (1%), 134 Serious (25%), 510 Slight (74%), 139 in wet conditions (21%) and 137 in dark conditions (21%).
- 6.7.3. There is a concentration of collisions in the town centre of King's Lynn, where the road network is dense and the potential for vehicle/vehicle and vehicle/pedestrian collisions is high.
- 6.7.4. For all modes the main accident corridors are:
- Hardwick Road
 - A47/A149 at Hardwick
 - A149 Hardwick Industrial estate
 - A1076 Gayton Road.
- 6.7.5. There is a less densely populated section with accidents with a higher severity, the A10 South of King's Lynn.
- Notable groupings:
 - A17/A47 Pullover Roundabout.
 - A148 A47 Saddlebow Roundabout.

- A1076/A148 Junction Gaywood.

Accidents Involving Pedestrians

6.7.6. For the 5-year period there have been 108 accidents involving pedestrians:

- 1 Fatal (1%)
- 27 Serious (25%)
- 79 Slight (74%)
- 30 in wet conditions (28%)
- 17 in dark conditions (15%)

6.7.7. Most common vehicle manoeuvre is going ahead – 70 in total (65%). Right turns accounted for 9 (8%) of accidents involving pedestrians.

Accidents Involving Cyclists

6.7.8. For the 5-year period there have been 111 accidents involving cyclists:

- 1 Fatal (1%)
- 27 Serious (24%)
- 83 Slight (75%)
- 18 in wet conditions (16%)
- 17 in dark conditions (15%)

6.7.9. Most common vehicle manoeuvre is going ahead – 97 in total (87%), loss of control accounted for 18 (16%) of accidents involving cyclists, left turns accounted for 9 (8%) of accidents involving cyclists, right turns accounted for 6 (5%) of accidents involving cyclists, overtaking accounted for 5 (5%) of accidents involving cyclists.

6.7.10. Several clusters for accidents involving pedestrians were identified using a threshold of a 100m and 5 to generate these ‘clusters’. For cycle accidents a similar threshold 100m radius was used, though requiring 3 accidents rather than 5 involving cycles to generate clusters. Both cluster descriptions are shown in Table 6-2.

Table 6-2 – Accident clusters involving pedestrians and cyclists

Cluster	Location	Accidents	Description	Parties involved
1	Chapel Street – 22m from Junction with Unclassified Road	6 accidents, 8 casualties	Restrictive footway widths and low level kerbs at this location given its ‘historic environment feel’, several pedestrians struck by vehicles whilst on pavement suggesting cars struggling to pass one another and mounting low kerb and coming into conflict with pedestrians – likely high footfall due to car park to the	Pedestrians

			west & east.	
2	Woolpack Pub Tennyson Avenue near Junction With A148	6 accidents, 11 casualties	High footfall generated from the nearby colleges & school. Footway width restrictive in this respect which lends itself to pedestrians in the carriageway. Signal junction does not have push button facilities on signals on all arms which may create risks of 'stranded' peds on the refuges.	Pedestrians
3	A148 London Road 3m from Windsor Road Junction	5 accidents, 5 casualties	Wide highway corridor into KL town centre. Most pedestrians struck when crossing road, central hatching between both signal crossing facilities may give pedestrians a sense of 'refuge' when crossing, though does not offer physical protection.	Pedestrians
4	Lynn Rd A148 – 25m from Junction with St Faiths Drive	8 accidents, 8 casualties	Wide highway corridor, no cycle signage or provisions, though shared use & signage present on Queen Mary Rd heading south. Poor compliance with red signal by cycles and vehicles demonstrated in accident record.	Cyclists
5	John Kennedy Road (A1078) at Junction with North Street	6 accidents, 7 casualties	2 cycle accidents reference striking/misjudging the kerbing when turning left into North Street junction. Wide highway corridor with ample footway widths – shared use ends to north so cyclists are encouraged on carriageway through this section.	Cyclists
6	Southgates (A148) near Junction with Vancouver Avenue (B1144)	4 accidents, 5 casualties	King's Lynn STARS Project there is project currently being undertaken to address this junction and issues	Cyclists
7	Clenchwarton Road near Junction with	3 accidents, 3 casualties	Cyclists using off carriageway cycleway appear to come into conflict with vehicles where facility	Cyclists

	Cycleway near Amazon Hub		intersects carriageway/junction - recently submitted scheme appears to address the cycle accident record at this location.	
8	Tennyson Road near Rail Crossing and access to St James Park	3 accidents, 3 casualties	Part of the college safety area, cyclist warning signs present, cycle collisions do not appear to have common contributory factors. Likely high crossing movements from recreation ground to facilities to east. No formal crossing along this stretch. No traffic calming measures present to encourage compliance with 20mph limit	Cyclists
9	Lynn Road (A148) near Jet Garage	3 accidents, 3 casualties	Nearby signal crossing was updated in 2022/23 to a parallel cycle crossing facility in light of accident record involving cyclists performing north to south movements.	Cyclists
10	A1076 Gayton Road	3 accidents, 3 casualties	Wide off carriageway cycle facilities on both sides of carriageway – 1 cycle collision involved a vehicle turning left across the cycle, cyclist did not give way at junction – cycle markings appear worn.	Cyclists

6.8 Air Quality

- 6.8.1. The Borough Council has a duty to review and assess Local Air Quality and put measures in place to address exceedance of the national standard. As a result of this work, an area around the Gaywood Clock and Railway Road/London Road were assigned as Air Quality Management Areas (AQMA) for which Air Quality Action Plans (AQAP) have been prepared.
- 6.8.2. Through this process projects have been delivered through the previous air quality action plan that have contributed towards improving air quality in King's Lynn.
- 6.8.3. Improvements at the King's Lynn transport (bus-rail) interchange in the town centre that incentivises the use of public transport and active travel.
- 6.8.4. Urban traffic control and selective vehicle detection systems being implemented to help reduce congestion and pollution levels in the town centre and where the AQMA's are located.

- 6.8.5. Installed electric vehicle (EV) charging points within Council owned car parks across the district to help assist residents with no off-street parking provision the opportunity to charge their electric vehicle overnight at one of the selected sites. The previously installed 50kW rapid EV charging points have recently been replaced with newer units.

Current Air Quality Results:

- 6.8.6. No exceedances of the National Air Quality Strategy standards were identified for Nitrogen Dioxide (NO₂) during 2022. This is the third year running where compliant results have been observed with no exceedances of the NO₂ annual mean objective.
- 6.8.7. Trends in NO₂ following the first Covid lock-down year of 2020 showed a marked reduction of around 20% in the annual mean NO₂ concentrations.
- 6.8.8. A key part of the Norfolk County Council Environmental Policy is to work towards 'carbon neutrality' in Norfolk by 2030 and to collectively achieve 'net zero' carbon emissions in Norfolk County Council, Suffolk County Council and the Broads Authority estates, also by 2030.

6.9 EV Charging

- 6.9.1. The availability of EV charging infrastructure throughout King's Lynn will help to encourage residents to switch from petrol and diesel cars to electric vehicles, which helps to reduce carbon emissions. The location and number of EV charging options available in King's Lynn Appendix are shown in Figure 16 in Appendix A. This plan does not consider any private residential charging for individuals/ businesses that are not available to the general public.
- 6.9.2. Clusters of chargepoints are typically found at key locations throughout the area such as in King's Lynn town centre, south-east near Hardwick Road and next to the A47/A17 Pullover roundabout. Charging points are typically operated by charging networks such as BP Chargemaster, Pod Point or GeniePoint. These points offer different types of chargers to accommodate different types of electric vehicles. For example, AC chargers (level 2), rapid DC chargers (level 3), or a combination of both. The availability of fast chargers helps to make the charging process more efficient, reducing charging times.

6.10 Summary of Issues

- 6.10.1. The key issues for motor vehicle travel in King's Lynn are as follows:
- The traffic signals in King's Lynn are perceived to not always cope with the congested traffic situation in King's Lynn in the most effective way, which is considered partly as a result of the control room monitoring not being full-time. There are also instances where the traffic lights appear to have long pauses.
 - The traffic lights on Hardwick Road outbound after the railway bridge at Hansa Road cause queueing back to Southgate roundabout causing issues for buses and other vehicular traffic.

- Gayton Road / Gaywood is a major route for all the residential estates to access central King's Lynn with no alternative route available for vehicular traffic. Air quality issues are present in the Gaywood Clock area and with proposed levels of growth in the town this is likely to get worse.
- Congestion on the A10 through West Winch is also problematic during the peak hours.
- Car parking in the town consists mainly of surface level car parking and analysis has shown that a number of these car parks reach capacity on an average weekday and weekend, and particularly during the pre-Christmas period. The analysis has also highlighted the car parks that have available capacity and management of space availability could further benefit traffic flow in the town.
- With additional development the car parks will reach capacity and additional provision will be required.
- The traffic associated with the Queen Elizabeth Hospital causes peak hour congestion problems.
- The Southgate and London Road experiences high levels of congestion in the peak hours and increased journey times.
- The central gyratory in the town centre experiences air quality issues, particularly on Railway Road and London Road.
- A number of locations where traffic congestion typically occurs have been identified.
- Car parking is relatively cheap in the town centre and buses sit in the general traffic making the bus unattractive for people who have a car.
- Increased development is going to give rise to more travel and trips in the town exacerbating existing issues. Investment in the transport infrastructure to support the additional development is required.
- With the revised road layout it is perceived that it is more difficult for vehicles to exit from Valingers Road to London Road during the peak hours.
- When incidents occur on the highway network either within King's Lynn or on the surrounding strategic highway network (A149/A47) there is no alternative routing to deal with this and the existing highway network is unable to cope.

7 Policy Overview

7.1 Introduction

- 7.1.1. A review of recently published Borough and County documents have formed the basis of the document review. These have been reviewed to develop a comprehensive picture of the overall transport opportunities and constraints, and to understand the current schemes that are being, or have recently been delivered, in the King's Lynn area. The full document list is provided in Appendix B.

7.2 National Policy

- 7.2.1. The current National policy directive is derived from the following recent Government publications which are summarised in the following sub-sections:

- Decarbonising Transport: A Better, Greener Britain, DfT June 2021
- Bus Back Better: A National Bus Strategy for England, DfT March 2021
- Gear Change: A Bold Vision for Cycling and Walking, DfT July 2020

Decarbonising Transport: A Better, Greener Britain

- 7.2.2. Published by the Department for Transport in June 2021, sets out a bold vision for reducing the impact of travel and transport on our local and global environments. It recognises the challenges and dangers of continued growth in car use and advocates that making “public transport, cycling and walking the natural first choice for all who can take it”.

Bus Back Better: A National Bus Strategy for England

- 7.2.3. Published in March 2021 forms the cornerstone of our plans for buses in Norfolk, which is structured around the key challenges of ensuring that buses experience a renaissance in quality and use, fuelled by the funding that will be made available by DfT in response to this BSIP.

Gear Change: A Bold Vision for Cycling and Walking

- 7.2.4. 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.

7.3 Transport East

- 7.3.1. Transport East is a collaboration of local authorities in the East of England that is developing strategies and programmes around key regional themes – gateways to global markets, multi-centred economic growth and energised coastal areas.

7.4 Key Local Strategies

King's Lynn Transport Strategy & Implementation Plan

- 7.4.1. The current Transport Strategy for King's Lynn is an important reference point in terms of the schemes included in the implementation plan.
- 7.4.2. The Implementation Plan categorised schemes into short, medium and long-term strategies, as well as by the type of scheme. A review of some of these priority improvement schemes are provided here and included in [Appendix @](#).
- 7.4.3. **Short Term Options (delivered by 2022)**
- Access for buses to bus station via Albion Street; Improved Albion Road exit for buses.
 - Reduction in outbound delays at Hansa Road, Hardwick Road junction outbound for public transport.
 - Provide enhanced access to West Lynn Ferry.
 - Cycle lane continuity throughout King's Lynn.
 - Port of King's Lynn highway design access improvements;
 - Tennyson Avenue Pedestrian and Cycle Improvements.
 - Pedestrian crossing provision review on London Road.
 - Review traffic signal timings for North Street approach / retail park traffic at Hardwick.
 - Co-ordinated traffic signals such as Loke and John Kennedy Road.
 - Gaywood Clock / Queen Mary Road traffic light improvements and junction redesign.
 - Railway station bus layby re-design.
 - Southgates roundabout highway capacity improvements.
 - Vancouver Avenue improved lane management.
 - Estuary Road/ Edward Benefer Way junction improvements.
 - Low Road, Castle Rising Road, Wooton Road and Grimston Road junction improvements.
 - Provide a comprehensive Car Parking Strategy for King's Lynn.
 - Work with schools to provide safe alternatives to private car for school children.
- 7.4.4. **Medium Term Options (delivered by 2030)**
- Increase use of Harding's Way for buses – address issues at Millfleet and Wisbech Road to Hardwick Road to make more advantageous for buses.
 - Town centre gyratory re-design.
 - Provide enhanced access to the West Lynn Ferry.
 - Queen Mary Road, Fairstead, Hardwick improvements in linkages for pedestrians and cyclists.
 - Hardings Way opened for additional traffic to alleviate congestion.
 - Southgate highway capacity enhancements.
 - Winston Churchill Drive QEH access widening.
 - QEH roundabout capacity improvements.
 - A149 Dualling up to Knights Hill and junction capacity improvements.

- A149 Jubilee Roundabout capacity improvements.
- West Winch Housing Access Road to enable housing growth and relief to the A10.

7.4.5. **Long Term Options (delivered after 2030)**

- Hospital to A149 direct access link – Provide an additional exit onto A149 for exiting traffic from the hospital to ease local congestion issues around the hospital.
- Wisbech Road to Nar Ouse Way link Road - Investigate the potential for providing a highway link between Wisbech Road and Nar Ouse Way to assist in alleviating Southgates roundabout.
- Train frequency improvements – Implementation of Ely Area Enhancement Scheme to delivery doubling of train frequency's to half- hourly. This will improve rail links to Cambridge and London and improve connections to Norwich from Ely.

King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP)

- 7.4.6. Local Cycling and Walking Plans have been produced to define the active travel networks and produce a prioritised list of schemes to be delivered as defined in the Government's Vision for Cycling and Walking, "Gear Change". As part of the LCWIP planning, access to public transport, key transport hubs and future transport hubs are used as a key attractor when developing the prioritised routes. The LCWIP for King's Lynn was adopted in February 2022, and a Norfolk-wide LCWIP covering the remaining areas, has been completed and adopted in spring 2024.

Norfolk Bus Service Improvement Plan (BSIP)

- 7.4.7. The Norfolk BSIP secured £49.6m for improvements across the County. Some of this funding is allocated to implementing general county-wide initiatives and some is targeted at improving journey times, passenger experience and levels of service on key bus corridors. The following schemes are currently being developed in King's Lynn:
- Hardwick Road BSIP scheme
 - Portland Street / Rail Station BSIP scheme

Local Transport Plan

- 7.4.8. Norfolk County Council is currently developing a new Local Transport Plan (LTP) for the county and launched a major consultation exercise to garner views of residents and visitors on a wide range of transport matters.
- 7.4.9. Appendix B1 provides a summary of the documents including a review of updates since the previous version.



Summary

- 7.4.10. Overall, it is evident from the national, sub-national and local policy and strategy context that cycling and walking (active travel) and bus services will play an enhanced and vital role in delivering a greener and more inclusive transport network across Norfolk and in King's Lynn, building on experience and contributing significantly to the journey towards a Net Zero transport network.

8 Future Transport Schemes

8.1 Summary of Transport Schemes

8.1.1. This section identifies the key transport schemes and interventions that have already been the subject of feasibility studies and / or have funding committed for their delivery including the following:

8.1.2. There are several transport schemes in the King's Lynn area that have either secured funding or where funding bids have/ will be made. These transport schemes are as follows:

- King's Lynn Sustainable Transport and Regeneration Scheme (STARS) (successful Levelling Up Fund bid and Outline Business Case (OBC) is being prepared)
- A47/ A17 Pullover Roundabout Improvements (In MRN programme and a draft Strategic Outline Case has been prepared)
- A10 West Winch Housing Access Road schemes (Awaiting outcome of OBC)
- Bus Service Improvement Plan (BSIP) schemes:
 - Hardwick Road
 - Portland Street / Rail Station

8.1.3. There are also other regeneration initiatives coming forward in King's Lynn:

- Southgates Masterplan and Regeneration
- Active and Clean Connectivity (A&CC) schemes
- King's Lynn and Hunstanton Mobility Hubs

8.1.4. Table 8-16 - King's Lynn Transport Schemes

Scheme Name / Location	Type of Intervention	Funding Source	Expected Delivery
King's Lynn STARS - Gyraryory - Southgates	active travel / public transport / public realm / heritage / regeneration	LUF/NCC/BCKLWN	- July 2026 - June 2027
A47/A17 Pullover	active travel / MRN	National Highways/DfT	-
BSIP Portland Street / Railway Station	public transport	DfT/Norfolk County Council	- April 2025 - April 2027
BSIP Hardwick Road	public transport	DfT/Norfolk County Council	- April 2025? - April 2027



A&CC scheme	active travel	Town Deal	- March 2026
King's Lynn and Hunstanton Mobility Hubs	active travel / public transport	NCC	- April 2025

9 Future Growth

9.1 Introduction

- 9.1.1. King's Lynn has been identified as an area for growth in the BCKL&WN development plan documents. It is located as a regional centre and a number of development sites have been identified within the plan period up to 2035. Figure A16 in Appendix A provides an overview of the potential development locations in King's Lynn. Geographically these are in the north, centre, east and south of the town with a small number of sites in West Lynn. Sites for both employment and residential have been identified.
- 9.1.2. This shows in the region of 7,000 additional residential units in King's Lynn up to and beyond the current development plan document period. With the current traffic and travel problems that have been identified in King's Lynn it will be important that the development contributes to improvements in transport infrastructure for all modes of travel to accommodate the level of additional trips that could result from the prospective residential development.
- 9.1.3. Notable additional employment areas have also been identified to the south of the town: east of Hardwick next to the A149; and to the south of Saddlebow.

9.2 Local Plan Schemes

9.2.1.

9.3 Other Committed Development Schemes

9.3.1.

9.3.2.

9.4 Issues & Opportunities

- 9.4.1. There have been a number of local congestion issues already identified within this document as well as limiting issues with all modes of travel. An holistic approach to addressing these alongside each other will be required to accommodate the level of growth that is currently planned for King's Lynn. In line with government priorities and the new Local Transport Plan, there will need to be a strong emphasis on encouraging sustainable, low carbon modes of transport to meet national and local targets.
- 9.4.2. This issues and opportunities report has identified the primary areas of interest for King's Lynn and the development of the Transport Strategy will aim to consider how these issues can be addressed alongside forecasting for future travel needs to identify and develop measures that could enable the planned levels of development to stimulate local economic growth.

9.4.3. Of particular importance in the future growth of King’s Lynn will be the potential worsening of current congestion areas in the town centre during weekday peak hours and for accessing the leisure and tourism in the nearby coastal towns:

- Central gyratory / London Road / Gaywood Road / Lynn Road
- A47 / A149 junctions to the south and east
- A10 corridor
- Southgate / Hardwick and Wisbech junctions
- South Wootton A148 / Castle Rising Road

9.4.4. The LCWIP and the BSIP as well as funding through Town Deal and LUF will support the agenda for improving sustainable and active modes of travel, with recognition that these modes have an important role in King’s Lynn. It will be imperative that active and sustainable modes of travel are developed and supported to promote and encourage continued growth in these modes that already provide a valuable contribution to supporting King’s Lynn as a sustainable urban centre.

9.5 Change in Transport and Travel

9.5.1. It is very evident that expected changes in the way people and goods move could impact significantly on the way our towns and cities look in the future. Whilst we are on the cusp of potential significant change it will be important as part of this update to the Transport Strategy to understand how these changes in technology, behaviour and movement could impact on the transport and travel in King’s Lynn.

9.6 Carbon Reduction

9.6.1.

10 Potential Interventions

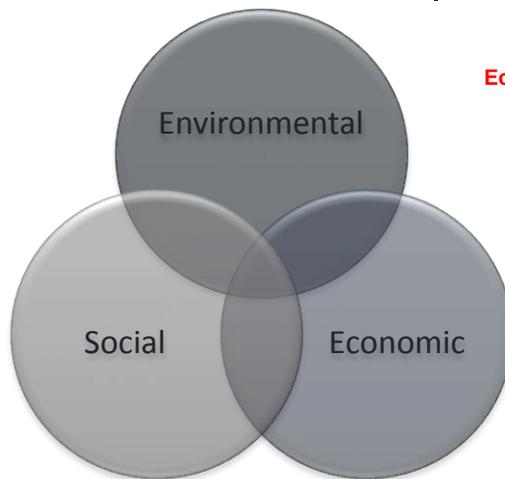
10.1 Introduction

- 10.1.1. This section aims to set out a number of areas of potential interventions that could help to alleviate some of the problems and issues that have been identified in King's Lynn in the preceding sections of this document. These are set out as general opportunities for change that could be investigated further to develop the long-list of potential schemes for evaluation in relation to the transport strategy as well as setting out ideas for each mode.
- 10.1.2. The areas that contribute towards addressing the transport problems and issues in King's Lynn can be broadly classified into three elements: social, environmental and economic. Figure 11 below shows the relationship between these three factors and their potential application to King's Lynn development schemes. This does not include a comprehensive set of solutions that are available for King's Lynn but demonstrates the inter-relationship of these three elements that impact on or are impacted by transport.

Figure 11. Contributing Factors to Transport in King’s Lynn

Environmental:

- The **green infrastructure assets** that currently exist should be **protected** when implementing urban growth schemes
- Ensure the **air quality measures meet the national standards** in all area, that being an annual mean nitrogen dioxide (NO2) objective of 40µg/m3, particularly Gaywood and the Town centre,
- **Enhance public transport services to reduce the reliance of private car**, therefore, reducing the overall traffic flows, lowering pollution levels



Economic:

- Build **strategic connections** to improve journey times from Norfolk linking to London, the Midlands, north of England and Scotland. Increasing potential **business opportunities**.
- Develop efficient **transport infrastructures** allowing **sustained growth** in the area achieve economic potential. King's Lynn development schemes incorporate retail, leisure, culture, entertainment, community, professional services and industrial operations.

Social:

- Integrated public transport fares and ticketing making travel affordable contributing towards **social inclusion**;
- Ensuring travel is **comfortable**, minimal **journey times** and **reliable**;
- Enforce **road safety** standards with appropriate footways, cycle lanes, roads and crossings.
- Bus routing analysis to improve **connectivity**;
- Potential park and ride facilities (in the south and in the town centre); and
- Bus shelter and station improvements increase **accessibility** levels.

10.2 Public Transport

10.2.1. The pandemic has led to a reduction in public transport demand and opportunity and the situation in King's Lynn is not yet where it was prior to the pandemic, with both bus and rail usage still lower than previously recorded. Some general areas that have been identified as potential constraints on public transport usage in King's Lynn are as follows:

- Bus routing alternatives
- Bus timetables with real-time information
- Bus priority at traffic signals
- Park and Ride, particularly in relation to the Nar Ouse ferry link from West Lynn
- Fares, ticketing and information / publicity
- Car parking for the rail station
- Bus rapid transit / heavy rail links
- Decarbonised public transport (E.G. ZEBRA, Electric chargepoints / Hydrogen fuelling stations for buses).

10.2.2. Stakeholder inputs through the event will provide a list of potential intervention measures for public transport that will be considered during the next stages of the study.

10.3 Highway Network

10.3.1. Some general areas that have been identified as potential constraints on the highway network in King's Lynn are as follows:

- Gyrotory configuration alternatives
- Simplify traffic signals – London Road to Gaywood
- Manage road space (bus priority, high occupancy vehicle/HOV lanes)
- Encouraging greater use of Hardings Way for bus services
- Management of traffic impacts on the historic core
- Localised junction improvements
- Hardwick interchange and strategic road improvements
- Identify air quality management areas (AQMAs) and other low emission zone to make alternative modes more attractive.

10.3.2. Stakeholder inputs through the event will provide a list of potential intervention measures for public transport that will be considered during the next stages of the study.

Active Modes

10.3.3. Active travel initiatives have achieved significant levels of government funding and interest in recent years. In King's Lynn there is already a good network of cycle and walk links, which provide a significant contribution to peak hour mode share. A number of opportunities have already been identified in King's Lynn to support the development of this network, through the LCWIP, and the walking, cycling and wheeling strategy. This provides a significant opportunity to remove more short distance car trips from the highway network.

Some general areas that have been identified as areas where improvements could be beneficial to the pedestrian and cycle network in King's Lynn are as follows:

- Improved connectivity and continuity including year round provision
- Improved wayfinding;
- Follow desire lines
- Safety and security
- Access to education and employment
- Bike hire/sharing scheme
- Information and signing
- Removal of footway parking

10.3.4. Stakeholder inputs through the event will provide a list of potential intervention measures for public transport that will be considered during the next stages of the study.

10.4 Policy Direction / Transport Demand Management

10.4.1. Alongside interventions to promote and encourage the use of public transport and active modes of travel alongside alleviating congestion in the town there are a number of policy initiatives that could influence travel decisions within King's Lynn and the wider area which could have an impact on travel decisions in the future. Key reductions in the need for private vehicles can be created through several different schemes:

- Car parking strategy and pricing
- Development strategy to direct resource towards future transport provision
- Staggered education start and finish times
- Personalised Travel Planning for new developments and existing employers to encourage sustainable travel habits (including education / awareness campaigns for public events / employment sites).
- Reduction of road junction capacity in the historical town centre
- Ride sharing platforms/schemes
- Improved access to the countryside and coast for tourism and leisure

10.5 Future Mobility and Technology

10.5.1. A key factor in transport and travel planning in the next 10-20 years will relate to contributing to national and local carbon reduction targets and the application of new technologies. Current considerations for King's Lynn include:

- Electric bicycles and scooters – is existing shared provision suitable
- Connected and Autonomous vehicles – we are currently at level 1-2 Autonomy where vehicles can take on some responsibilities (lane assist, parking assistants etc) but research ongoing to full autonomy (level 5) within next 15 years where there would be no human intervention at all other than programming a destination. May affect car parking or drop off demands.
- Drones and robots – for example some deliveries now use autonomous robots



- Mass Electric Vehicles – current government policy indicates all new vehicles will be electric by 2035. A plan for how the charging infrastructure will be implemented, particularly on narrow, terraced streets without off-street parking is being developed.

10.5.2. These technologies are constantly developing and evolving.

11 Summary and Next Steps

11.1 Introduction

11.1.1. This document has gathered information and data from various sources to establish the existing transport and travel situation in King's Lynn and to begin to develop ideas for future interventions that could be taken forward to develop a Transport Strategy and Implementation Plan. This section provides a summary of the main transport and travel issues that have been identified and describes the next stages feeding into the overall transport strategy for King's Lynn.

11.2 Problems, Issues & Opportunities

Public Transport

- 11.2.1. The recovery from the pandemic has been slow and bus operations continue to face challenges in the area. The bus service network and frequencies are currently limited by the congestion and traffic levels in the town centre which mean bus service operations are expensive and liable to delay. Reliability of bus services is generally considered a key factor in their use, alongside convenience and accessibility.
- 11.2.2. The geography of the town and the nature of the highway connections means that walking and cycling are attractive and popular modes of travel in King's Lynn, which may be a reason why bus usage in King's Lynn is relatively low compared with national statistics. However, there are still opportunities for increased bus usage in the town to assist with congestion levels and potential development, however the infrastructure needs to be put in place to support this as an alternative to private car travel.
- 11.2.3. The ferry connection from West Lynn is a valuable asset to the town and further support and investment in this could prove very beneficial for King's Lynn's transport system in the future. With the service being limited by the infrastructure, availability of car parking and information/publicity, further support and investment in the service could improve its use.
- 11.2.4. The rail service in King's Lynn is currently limited by the single track sections to the south of the town. The only way of improving the service frequency is through addressing this constraint. Rail use generally makes up a relatively small proportion of commuter trips and there may be potential for new trips to be transferred to rail. Access to the rail station is limited by its location on the central gyratory and the availability of car parking and reliable bus services.

Active Modes

11.2.5. The audit and assessment of active modes (cycling and walking) during the previous study identified a number of areas where further improvements to pedestrian and cycle access could be made. King's Lynn has a high mode share of cycling and walking trips and this is largely influenced by the geography and highway network. Short journeys to education

could be targeted to assist with peak hour traffic levels through the encouragement of active modes and provision of the necessary infrastructure to make this a safe and attractive alternative.

- 11.2.6. Investment in active travel through the Active and Clean Connectivity schemes and the King's Lynn STARS project presents significant opportunity to further enhance this.

Private Vehicular Travel

- 11.2.7. The highway network in King's Lynn is restricted in several areas of the town but most notably at the access points to King's Lynn from the strategic highway network, and accessing the town centre at Southgates, London Road, central gyratory, Gaywood / Lynn Road. Traffic congestion at these locations adds to poor local air quality particularly during the weekday peak hours and during peak summertime at weekends. The operation of the strategic highway network around King's Lynn strongly influences the use of the local road network in the centre of King's Lynn and vice versa. Improvement schemes on the strategic highway network at the A10, the A47/A17 Pullover and on the A149 present opportunity to alleviate the issues that arise in the town centre.
- 11.2.8. Car parking in the centre of King's Lynn consists mainly of surface car parks and is generally well-used. At its busiest there is likely to be only a small amount of spare capacity and at these times searching for car parking spaces can add to traffic congestion levels within the historic street network of the town centre. Some car parks that are more popular than others and these tend to be the most centrally located.

12 Ongoing Work and Next Steps

12.1 Option Development

- 12.1.1. The ideas gathered from the document review and stakeholder views will continue to be developed and considered over the coming months to develop a long list of potential transport improvement schemes.

12.2 Option Appraisal

- 12.2.1. Once the long list of schemes has been assembled, this will be initially appraised against the Vision and Objectives for the study, using a bespoke multi-criteria assessment framework (MCAF) to categorise key schemes which can be taken forward for further development and delivery as funding permits. Schemes across all modes of travel will be covered in this to prepare a short-list of potential schemes for the Strategy which can be easily categorised as short, medium and long-term schemes and provide improvements in transport in King's Lynn and help to address the main problems and issues, helping to unlock growth and the economic prosperity of the town.

12.3 Stakeholder Engagement

- 12.3.1. A second round of Stakeholder engagement will occur once the MCAF scheme evaluation has been undertaken. This will aim to provide data on the emerging Transport Strategy in the context of the appraisal and scheme evaluation that has been undertaken.
- 12.3.2. It is currently expected that the Draft King's Lynn Transport Strategy will be available in late 2024 once the above work has been completed.



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