

Consultation and Engagement Findings



Jemma Curtis
Regeneration Programmes Manager

Borough Council of
King's Lynn &
West Norfolk



Overview

- Long Term Plan for Towns consultation ran from 8th July – 1st August 2024
- Community collaboration underpinned the consultation and engagement
- Approach included:
 - A survey with 517 responses
 - A youth engagement programme led by partners, including 350 young people surveys
 - Interactive engagement, including workshops, feedback boards, and town centre walkabouts
 - Creative engagement including vox pops by College of West Anglia students
 - Existing engagement activities maximised
- In addition, varied communications delivered to drive engagement
- Almost 1,100 people directly connected with the consultation and engagement process



Key Themes

“It's an incredible historic town with beautiful buildings.”

- **Town experience:**
 - The key ‘like’ about King’s Lynn is its **history / heritage** cited by around two in five respondents.
 - **Buildings/architecture and the waterfront** also valued by people.
 - Feedback suggests that the town is not making the most of its assets.
 - There is a clear desire amongst respondents for a more **appealing town experience**.
- **Opportunity for improvements:**
 - There is a strong call for **improvements to the retail offering** and many references to wanting a **better market offering**.
 - **Cheaper/free parking** would be widely welcomed.
 - **‘Greening up’** the town centre is suggested by many.
 - The biggest priority for improving the appearance of the town centre is bringing back into use **empty buildings and shops**.



Key Themes

“In the day King’s Lynn feels safe generally, but at night there are areas I would not want to walk through such as the Walks, North Lynn, town areas.”

- **Safety and Security:**

- 12% of respondents ‘always’ feel safe in King’s Lynn with 55% saying they ‘usually’ do.
- There is concern about **anti-social behaviour** and open, excessive use of alcohol and drug-taking in certain areas of the town.
- The **bus station and The Walks** are areas of concern.
- Respondents are most likely to want to have a police or warden presence to make the town feel safer.

- **Heritage, arts, culture and tourism:**

- The **riverfront / waterfront / quayside** is considered ‘the best and strongest’ aspect of King’s Lynn’s heritage.
- Buildings mentioned frequently are **Custom House, Town Hall, and St. George’s Guildhall.**
- There is some comment that not enough is being made of the town’s **rich heritage and its stories.**
- There is significant interest in **creative and cultural activities.**



Key Themes

“Develop a low cost public events programmes for families to join and support smaller grass roots fitness clubs like under 10 football teams.”

- **Community facilities and resources:**
 - There is notable call for funding to be put towards **community and sporting activities**, such as a **public events programme** (58% of respondents in favour of this).
 - An improved **sports offering** would be welcomed.
 - There is also interest in support for **community and voluntary groups and projects**.
 - There is interest in the idea of a **community ‘hub’**, where medical services could be accessed all in one place but the need for a new hospital is front-of-mind for some.
- **Making it easier to get around:**
 - The biggest challenge when travelling around King’s Lynn is the **high volume of traffic / congestion**.
 - There are many comments about **issues with public transport services, and buses in particular**.
 - There is interest in improving /expanding the **cycle path network**.



Young People Feedback

- Young people are **strongly represented** in the feedback – in the survey 8% of respondents under the age of 25.
- The themes of the feedback from young people align with the wider feedback.
- **Safety and security** - concerns about **anti-social and intimidating behaviour**. **The Walks, bus station and North Lynn** are areas of concern. There is interest in improved street lighting and a more visible police presence.
- **High streets, heritage, and regeneration** - focused on the town centre appeal, and the need to make the **town centre more attractive and greener**. There is a desire for **more and varied retail outlets** and a **wider variety of things for young people to do**. There is a **strong interest in sport**.
- **Transport and connectivity** - the **cost and availability of transport links** is an issue, especially bus travel. **Cycle routes and storage** were also highlighted as important. There was some mention of roadworks and their impact on being able to move around the town easily.



Next Steps - Comms

Communications:

- Provide information on the consultation and engagement process and its findings
- Recognise the value of the feedback and how the consultation findings can be used to inform future decision-making on projects and activities by the Town Board and the council.
- Varied communications including:
 - Publication of report and consultation collateral
 - Members' briefing note, press release, social media and web content, subscribers update

Engagement:

- Focused consultative activities to bridge any gaps in insight, in accordance with criteria
- Ongoing and continued engagement – keeping the conversation going.



Next Steps – Using the feedback

- Town Board developing a revised set of priorities based on the engagement findings
- Utilise the feedback to inform future funding opportunities going forward
- Report to be published online on www.visionkingslynn.co.uk

