

Vision King's Lynn Young People Survey Findings

October 2020



Executive Summary

Overview

The Vision King's Lynn young people survey took place online from 22nd September - 5th October. During this time, 212 respondents aged 16-25 took part.

As with other Vision King's Lynn surveys – with which this aligns – the survey was promoted via our channels, including the Vision King's Lynn website, and in the local media. We also shared it via key partners who aided us with distributing and promoting the survey, including the College of West Anglia. The survey was also sent to over 500 Vision King's Lynn subscribers.

Key Themes

There are a number of key themes that emerged throughout the feedback:

- **Retail** – the retail offer is important to young people and is clearly one of the reasons why respondents use the town centre. They value this but would also like to see it improved with brands and independents;
- **Dining out** – similarly, young people are using the town centre to eat out. They value this and would like to see it improved, with brands and independents;
- **'Something fun to do'** – there is a powerful sentiment in the narrative feedback that young people would like something to do that is fun, and a place where they can 'hang out';
- **Anti-social behaviour** – anti-social behaviour and abuse is a concern for young people in the town centre.

Key Findings

A. Thoughts on King's Lynn Town Centre

1. What the respondents like about King's Lynn town centre currently is:

- The variety of the retail offer – and specifically, budget fashion outlets;
- The variety of the eateries – recognising both brand dining options and independent eateries in the town, and
- The accessible layout – how easy the town centre is to travel to and get around.

2. What respondents don't like about King's Lynn town centre is:

- A lack of variety and the 'wrong' mix of shops;
- Abuse and anti-social behaviour - particularly, but not exclusively, around the bus station and at night;
- Empty units – impacting on the visual appeal of the area.

3. Suggested improvements for the town centre led on three key themes:

- A wider variety of shops and restaurants/cafes – this includes big brands and independents;
- More modernisation and colour - making the area look more appealing;
- More facilities for young people – essentially, responses followed the theme of '*something fun to do.*'

4. Other facilities young people would like to see are varied but three key themes were:

- More shops and especially clothes shops, predominantly high street but with some appetite for independent retailers;
- A fun / activity centre;
- More eateries – again, a mix of brand and independents.

5. The main improvement that respondents would like to see is:

- More high street shops, with almost 62% opting for this choice. This is quite significantly more important to respondents than the next suggested improvements of more independent shops (46.2%) and leisure facilities for young people (42.9%).

6. In response to the question of what is the most important thing to do to make King's Lynn better, there were three key themes:

- Activities and leisure facilities for younger people;
- More shops;
- Tackling the anti-social behaviour.

B: Travel

7. The car is the preferred mode of travel for respondents (53.1%) followed by the bus (23%). We can compare these findings with the results of the *Vision King's Lynn Consumer Confidence Survey (June 2020)* in which people were asked how they next planned to travel into King's Lynn and we can see that young people are much more likely to travel by bus.

8. There are four main themes that encapsulate the respondents' challenges with travel:

- Traffic – too much of it;
- Bus service – poor timetable, but also, in light of Covid-19, not feeling safe;
- Parking – too expensive;
- Cycling – and in particular, related to safety and security when cycling.

9. The main improvement that would encourage respondents to walk / cycle more is off road and segregated paths (43.5%). This is followed by safer roads (37.7%) and well-maintained road surfaces for cycling (36.1%).

10. The main additional improvement that respondents would like to see to encourage them to walk/cycle more is promotion of local cycling routes (41.3%). This option is followed by cycle hire facilities (31.5%) and provision of information on walking routes (26.6%).

C: Hopes and Concerns

11. The most popular next step for respondents was full or part time employment with 37.3% of respondents choosing this. This was followed by university education (26.9%).

12. The most popular response to what sector respondents aspire to work in was 'other' (22.3%). Some of the most common sectors emerging from the responses to 'other' were medical and healthcare, health and beauty, and childcare. Of the named sectors, health, social care and social work came top with 20.7% choosing this option followed by arts and culture, entertainment and sport (15.0%) and education (12.4%).

13. The majority of respondents (61.5%) believe that they can fulfil their career aspirations in west Norfolk.

14. Of those respondents who don't believe that they can fulfil their aspirations in west Norfolk, the lack of opportunities is the overarching theme that emerges from the feedback. The biggest challenge to the respondents fulfilling their aspirations focused on the theme of career and employment which includes the lack of available jobs overall as well as a lack of certain type of jobs, type of roles, and work experience.

15. The majority of respondents (65.1%) stated that they intend to stay in west Norfolk in the short-term (in the next five years).

16. Of those respondents who intend to move away in the next five years, The main 'place' where people intend to move to is university. This was followed by a general theme of locations where there is perceived to be more opportunity. In terms of specific location, the three most popular places named were London (8.9%), Norwich (6.7%) and Cambridge (6.7%).

17. The main reason why people are intending to leave west Norfolk is for education and to go to university specifically. The next reason is for access to greater opportunity. Another theme was a 'push' away from west Norfolk because of a negative perception of the area.