

Vision King's Lynn:
Young People Survey Findings:
Executive Summary

October 2021



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Overview

The Vision King's Lynn young people survey took place online from 5th October - 24th October 2021. During this time, 167 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 directly with 82 young people subscribers – people who signed up to receive updates after our young people consultation in 2020. We shared it further with our 850 Vision King's Lynn subscribers and via partner engagement, for example, through the College of West Anglia.

Key Themes

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

- **Sports / leisure facilities** – there is particularly high appeal of a trampoline park, adult soft play / climbing adventure and indoor go karting. And, to a slightly lesser extent, creative workspaces for art and crafts.
- **'Other' facilities** – there is particularly high appeal of free WiFi and fast broadband speeds, space to meet up with friends, and an escape room.
- **Retention** – there is a sense that King's Lynn isn't sufficiently 'attractive' to young people to encourage them to stay in King's Lynn. There is a perceived lack of career development opportunities, such as work experience, opportunities for graduates and opportunities in the creative industries.
- **'Somewhere for young people'** - there is a general sense throughout the feedback that young people would like a designated space they can call their own, where they can meet up with friends, study, and have fun.

Respondent profile

Employment / education status

1. The majority of respondents are in education (61.7%), with most of these currently studying at sixth form / college. 34.7% are in employment.

Key Findings

A. Interest in parts of the Town Deal

2. Of the four 'parts' of the Town Deal, by far the most interesting is perceived to be the 'town centre regeneration' (61%).

B. Sports / leisure facilities would like to see in King's Lynn

3. From the options suggested, the most appealing sports / leisure facilities are active facilities, namely:

- Trampolining
- Adult soft play / climbing adventure
- Indoor go karting

Creative workspaces for art and crafts are also of notable interest

C. Other facilities respondents would like to see in King's Lynn

4. From the suggestions, the most appealing 'other' facilities are perceived to be:

- Free WiFi and fast broadband speeds
- A space to meet up with friends
- An escape room.

D. Opportunities to achieve career goals in King's Lynn

5. Just under two thirds of respondents think that they can fulfil their career aspirations in King's Lynn (62.9%), meaning that just over a third don't think their aspirations will be met in the town (37.1%).

6. The findings, although similar to those from the 2020 survey (61.5% believing their aspirations can be met, 38.5% not), are not strictly comparable, due to the King's Lynn focus in 2021, and the wider west Norfolk focus in 2020.

7. When asked about opportunities respondents would like to see in King's Lynn, key themes emerging are:

- More work experience opportunities
- More job opportunities for graduates
- More creative industry / arts opportunities.

E. Plans to stay in King's Lynn in the short-term (next five years)

8. Although around three in five respondents (60.5%) say they are planning on staying in King's Lynn in the short-term (next five years), this means that two in five aren't planning on doing so (39.5%).

9. Although numbers are slightly lower than those gathered in 2020, when 65.1% of respondents said they were planning to stay in west Norfolk in the short-term, findings aren't strictly comparable, due to the tighter King's Lynn focus in 2021.

F: Something fun to do in King's Lynn town centre

10. Suggestions of fun things to see or do in King's Lynn town centre are wide-ranging (with mention of some previous activities). Key ideas include:

- Golf – including indoor, outdoor and / or crazy
- More or better shops targeting young people
- Somewhere to see live music / a music hub
- Escape room
- Adult soft play
- Trampolining
- Go karting.

G: Comparison of Findings

11. Respondents in education: In terms of sports / leisure facilities, they would most like to see a trampoline park in King's Lynn (68.9%), followed by adult soft play / climbing adventure (52.4%) and indoor go karting (49.5%). 'Other' facilities they would most like to see are a space to meet and study with friends (69.9%) and free WiFi and fast broadband speeds (68%). 57.3% think there are opportunities to achieve their career goals in King's Lynn, a markedly lower proportion than those in employment (70.7%). 54.1% plan to stay in King's Lynn in the short-term (next five years), a markedly lower proportion than those in employment (74.1%).

12. Respondents in employment: In terms of sports / leisure facilities, they would most like to see adult soft play / climbing adventure in King's Lynn (63.2%), followed by indoor go karting (45.6%) and a trampoline park (43.9%). 'Other' facilities they would most like to see are free WiFi and fast broadband speeds (55.2%), closely followed by a daytime venue for live music / performance (51.7%). 70.7% think there are opportunities to achieve their career goals in King's Lynn, a markedly higher proportion than those in education (57.3%). 74.1% plan to stay in King's Lynn in the short-term (next five years), a markedly higher proportion than those in education (54.1%).

13. Respondents who believe their career goals can be met in King's Lynn: 64.4% of these respondents plan to stay in King's Lynn in the short-term (next five years).

14. Respondents who don't believe their career goals can be met in King's Lynn: 46.6% of these respondents plan to leave King's Lynn in the next five years.

15. Respondents who plan to stay in King's Lynn in the next five years: 68.4% of these respondents believe they can achieve their career goals in King's Lynn.

16. Respondents who don't plan to stay in King's Lynn in the next five years: 42.2% of those respondents who plan to leave do not believe their career goals can be met in King's Lynn.