

Board communications update September 2024

Activities delivered August / September	Upcoming activities October / November
<p>King's Lynn Town Board</p> <ul style="list-style-type: none"> • Long Term Plan for Towns consultation report completed. • New logo designed for the Board (please see page 3 of this report). 	<p>King's Lynn Town Board</p> <ul style="list-style-type: none"> • Communications and engagement around the findings of the Long Term Plan for Towns consultation. • Brand guidelines developed for the new branding • Development of a new website to reflect the brand identity changes • Press release and social media content around the Board's visit to the MUCH • Review and update of the communications and engagement programme.

Current key messages by project	Project current and upcoming communications activities
<p>Guildhall and Creative Hub</p> <p>The project will bring multi-million pounds into West Norfolk's economy and create national and international interest in King's Lynn has been endorsed.</p> <p>The Borough Council of King's Lynn and West Norfolk's Cabinet, the King's Lynn Town Board and the charity that will oversee the day to day running of the complex have all expressed strong support for the development of plans for the full renovation and refurbishment of the historic Guildhall.</p> <p>The planning application for the project has now been submitted. The application comprises over 50 supporting documents of reports, drawings, and plans that have been developed with more than 100 experts.</p>	<p>Guildhall and Creative Hub comms activities</p> <ul style="list-style-type: none"> • There has been extensive media coverage around the discovery of a doorway that potentially led to a dressing room once used by William Shakespeare: Has historic Norfolk theatre discovered Shakespeare's dressing room door? Borough Council of King's Lynn & West Norfolk (west-norfolk.gov.uk) Media coverage included national and local coverage across the UK. An example of an article: Archaeologists uncover 'Shakespeare' doorway in Norfolk theatre William Shakespeare The Guardian • Communications to be prepared following the planning application decision, likely to be in October.
<p>Multi User Community Hub</p> <p>The Multi-User Community Hub is set to be a welcoming community and learning space for all in the heart of King's Lynn.</p> <p>A place where people can learn, get support, find information, get advice, connect with others, and be inspired.</p>	<p>Multi User Community Hub</p> <ul style="list-style-type: none"> • A press release about the children's library is planned for September/October, after further engagement with schools • A press release about the training kitchen will be issued later in the autumn

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<p>The most recent engagement took place with local schools in March. The team is now working towards RIBA stage 3.</p>	<ul style="list-style-type: none"> The next newsletter will be issued soon. People can sign up to receive the newsletter here: Community hubs - Norfolk County Council
<p>Active and Clean Connectivity We are making it easier for people to choose ways to travel around King’s Lynn that are better for them – better for their health, better for the environment, better for our community, and more affordable.</p> <p>This includes installing new secure bike storage at the Baker Lane pilot scheme. We are also working with businesses to support them to develop active travel plans that help their staff to choose active ways to travel.</p>	<p>Active and Clean Connectivity</p> <ul style="list-style-type: none"> A press release has been issued about the continuing LCWIP improvements and the new website that has been launched to help with walking and cycling around the town: Improvements continue to support walking and cycling in King’s Lynn Borough Council of King's Lynn & West Norfolk (west-norfolk.gov.uk) Social media content will be created to promote the new site to help with walking and cycling: King's Lynn Active Travel Schemes (arcgis.com) Further case studies to highlight the active travel plan work will be created in the coming months.
<p>Rail to River Small traders and businesses starting out will soon be offered the chance to occupy affordable space in a key area of King’s Lynn town centre. The opportunity has been made possible thanks to four new pop-up retail units which are being installed on Purfleet Street. These will shortly be available to hire.</p>	<p>Rail to River</p> <ul style="list-style-type: none"> A flyer has been produced around the opportunity to hire the pop-ups and has been shared, including across social media: https://www.linkedin.com/feed/update/urn:li:activity:7234537825763790848 A press release is ready to issue once the pop-ups are ready to use.
<p>Riverfront regeneration A planning application has been submitted for Devil’s Alley and the dry side facilities.</p>	<p>Riverfront Regeneration</p> <ul style="list-style-type: none"> Stakeholder engagement is continuing by the project team Communication with neighbouring residents continues.

Communications and engagement around aligned activities
<p>The following activities align with the priorities of the Town Board and are shared to provide context and awareness:</p> <ul style="list-style-type: none"> King’s Lynn Economic Strategy – Consultation is taking place on the draft economic vision and strategy for King’s Lynn. Find out more here: Share your feedback to help finalise economic vision for West Norfolk Borough Council of King's Lynn & West Norfolk (west-norfolk.gov.uk) The survey can be found here: (west-norfolk.gov.uk) Cultural and Heritage Strategy – Art Reach is planning further engagement in the form of workshops to shape the cultural and heritage strategy.

