



## Board communications update October 2024

Activities delivered September / October	Upcoming activities November / December
<p><b>King's Lynn Town Board</b></p> <ul style="list-style-type: none"> <li>• Communications around the Long Term Plan for Towns consultation issued: <a href="#">Consultation Finds King's Lynn's Heritage Valued Most by People   Borough Council of King's Lynn &amp; West Norfolk (west-norfolk.gov.uk)</a></li> <li>• Wide-ranging communications around the recruitment of new private sector board members created and issued: <a href="#">Businesses sought to join the team transforming King's Lynn   Borough Council of King's Lynn &amp; West Norfolk (west-norfolk.gov.uk)</a> There have been 7 enquiries with 2 applications received so far (17 October).</li> <li>• Media release and social media content around the Board's visit to the new town centre library and community hub: <a href="#">Town Board Members Take Early Look at King's Lynn's New Library and Community Hub   Borough Council of King's Lynn &amp; West Norfolk (west-norfolk.gov.uk)</a></li> <li>• Media release and social media content around completion of exterior finish to Purfleet Street pop-ups. <a href="#">Pop-Ups Offer Opportunity for Small Traders in King's Lynn Town Centre   Borough Council of King's Lynn &amp; West Norfolk (west-norfolk.gov.uk)</a></li> <li>• New logo now in use and brand guidelines in development.</li> </ul>	<p><b>King's Lynn Town Board</b></p> <ul style="list-style-type: none"> <li>• Development and distribution of new brand collateral and guidelines</li> <li>• Development of the new King's Lynn Town Board website</li> <li>• <b>Board media training session: 90 minute media insight session providing an overview of useful tips and techniques for media engagement, including social media. Suggested to take place prior to the March meeting.</b></li> </ul>

Current key messages by project	Project current and upcoming communications activities
<p><b>Guildhall and Creative Hub</b></p> <p>Transformational plans to preserve and enhance one of King's Lynn's most important heritage sites have been approved.</p> <p>The proposals for the full renovation and refurbishment of St George's Guildhall, resulting in the site becoming a regional and national centre for arts, creativity, and theatre, were given the go-</p>	<p><b>Guildhall and Creative Hub comms activities</b></p> <ul style="list-style-type: none"> <li>• Media release issued about planning approval granted: <a href="#">Transformational plans approved for St George's Guildhall   Borough Council of King's Lynn &amp; West Norfolk (west-norfolk.gov.uk)</a></li> <li>• Ongoing communications about the programme and activities via media releases and social media: <a href="#">Facebook</a></li> </ul>

## Board communications update October 2024

Current key messages by project	Project current and upcoming communications activities
<p>ahead by the Borough Council's planning committee on 7th October.</p> <p>The plans for the Guildhall and Creative Hub would mean the venue's historic buildings and courtyards transformed into new spaces to offer both a heritage attraction and year-round performances that could bring millions of pounds into West Norfolk's economy.</p>	<ul style="list-style-type: none"> <li>In September just short of 200,000 people engaged with media about the Guildhall.</li> </ul>
<p><b>New town centre library and community space</b> 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>The most recent engagement took place with local schools in March. The team is now working towards RIBA stage 3.</p>	<p><b>New town centre library and community space</b></p> <ul style="list-style-type: none"> <li>A media release and social media content has been issued about the visit by the Town Board members to the community hub site: <a href="https://www.west-norfolk.gov.uk/news/2024/09/11/town-board-members-visit-community-hub">Town Board Members Take Early Look at King's Lynn's New Library and Community Hub   Borough Council of King's Lynn &amp; West Norfolk (west-norfolk.gov.uk)</a></li> <li>The latest newsletter has been issued: <a href="https://www.norfolk.gov.uk/news/2024/09/11/latest-update-king-s-lynn-library-and-community-hub">Latest update - King's Lynn Library and Community Hub (norfolk.gov.uk)</a></li> <li>Plans for further engagement with schools around the children's library design, and subsequent communications</li> <li>A future media release about the training kitchen is also planned.</li> </ul>
<p><b>Active and Clean Connectivity</b> 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><b>Active and Clean Connectivity</b></p> <ul style="list-style-type: none"> <li>Campaign work set to take place with Norfolk County Council to encourage people to choose active travel.</li> <li>Further case studies to highlight the active travel plan work will be created in the coming months.</li> <li>Ongoing communications around the delivery of the LCWIP improvements.</li> </ul>
<p><b>Rail to River</b> 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</p>	<p><b>Rail to River</b></p> <ul style="list-style-type: none"> <li>A media release about the pop up units has been issued: <a href="https://www.west-norfolk.gov.uk/news/2024/09/11/pop-ups-offer-opportunity-small-traders">Pop-Ups Offer Opportunity for Small Traders in King's Lynn Town Centre   Borough Council of King's Lynn &amp; West Norfolk (west-</a></li> </ul>



## Board communications update October 2024

Current key messages by project	Project current and upcoming communications activities
<p>four new pop-up retail units which are being installed on Purfleet Street. These will shortly be available to hire.</p>	<p><a href="http://norfolk.gov.uk">norfolk.gov.uk</a>) A BBC Radio Norfolk interview has taken place with Cllr Ring, and social media content has also been issued. At the time of this report, around 30 expressions of interest have been made in the units.</p> <ul style="list-style-type: none"> <li>• Further communications will be created around the first hires of the units.</li> </ul>
<p><b>Riverfront regeneration</b> A planning application has been submitted for Devil's Alley and the dry side facilities. To be decided on 8 November</p>	<p><b>Riverfront Regeneration</b></p> <ul style="list-style-type: none"> <li>• Stakeholder engagement is continuing by the project team</li> <li>• Work taking place to plan future engagement.</li> <li>• Press release about the updated designs for the Custom House to be prepared, ahead of the planning submission.</li> <li>• Press release on Devil's Alley with updated artist's impressions to coincide with (and subject to) planning approval</li> </ul>

### Communications and engagement around aligned activities

The following activities align with the priorities of the Town Board and are shared to provide context and awareness:

- **King's Lynn Economic Strategy and Cultural and Heritage Strategy** – work is continuing to take place to develop these important strategic documents.
- **King's Lynn Enterprise Park** – work is continuing to finalise the site's website and marketing plan, with a press release about the next site milestone planned for November/December.