

Board communications update January 2025

| Activities delivered November / December /January | Upcoming activities January / February / March |
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| <p>King's Lynn Town Board</p> <ul style="list-style-type: none"> • Media statement giving positive update on progress with Purfleet Pop-ups (January). Positive media coverage resulting. Pop-up business units in King's Lynn will be operating by spring, West Norfolk Council says • Press release, internal and stakeholder comms around endorsement by Cabinet of Town Board's updated investment priorities (December). Cabinet endorses positive vision for West Norfolk's economic growth Borough Council of King's Lynn & West Norfolk Positive media coverage. Ambitious 20-year economic vision for King's Lynn and West Norfolk is endorsed • Internal, stakeholder and press communications around the Long Term Plan for Towns (LTPFT) budget announcement: Statement on Government budget: Borough council welcomes news on investment in King's Lynn Borough Council of King's Lynn & West Norfolk Positive media coverage. West Norfolk Council welcomes continued investment in King's Lynn following Budget | <p>King's Lynn Town Board</p> <ul style="list-style-type: none"> • Appointment of four new private sector representatives on Town Board. Press release, photos and LinkedIn, plus biogs on Vision King's Lynn website. • Submission of Custom's House planning application for core works. Stakeholder comms and press release, prior to formal submission (in February). • Confirmed occupiers of Purfleet pop-up units. Press release and photos with businesses, once formal agreements are in place (expected late Jan/February). • Publication of April Cabinet report with PAR request for Devil's Alley/Guildhall and updated Custom's House business plan. Stakeholder comms and press release when papers issued (likely 21 March) • Works starting in February to expose original medieval floor of Guildhall. Press release and photos at the right point. • Library and community hub – discussions underway with NCC comms around various potential opportunities – children's library design, engagement for building name, possible media visit |

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| <p>Guildhall and Creative Hub 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-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> | <p>Guildhall and Creative Hub comms activities</p> <ul style="list-style-type: none"> • Works to expose original medieval floor of Guildhall. Press release and photos. Largest expanse of medieval timber flooring in the country. Working with We are Destination on PR. • Stakeholder comms and press release around publication of April Cabinet report with PAR request for Devil's Alley/Guildhall and updated Custom's House business plan. |
| <p>New town centre library and community space The new larger library and 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>New town centre library and community space</p> <ul style="list-style-type: none"> • Library and community hub – discussions underway with NCC comms around various potential opportunities – children's library design, engagement for building name, possible media visit |
| <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"> • Norfolk County Council Sustainable Transport Communications Campaign (behaviour changed) planned for March launch • Case studies for organisations and employees undertaking active travel to be developed further • Comms with photos to mark improvements made as part of LCWIP programme, once completed. Two phases of comms: <ol style="list-style-type: none"> 1. Cycle path and shared path improvements when fully completed by March 2. New/improved crossings when completed by May |

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| <p>Rail to River</p> <p>Small traders and businesses starting out will soon be trading from new 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 installed on Purfleet Street.</p> <p>The pop-ups are part of the Rail to River element of the King's Lynn Town Deal programme, improving the accessibility and attractiveness of the key route from the railway station to the riverfront, drawing footfall through town to a regenerated riverfront. This includes improved signage, new artwork, seating and potted trees, plus a new archway planned on Purfleet Street to frame the Custom House.</p> | <p>Rail to River</p> <ul style="list-style-type: none"> • Main PR opportunity involving businesses will be once the first units are occupied (expected February). Firm interest in all four units. • 30 expressions of interest in the units following the press release in October on completion of external finish. • Interim media statement providing a positive update on progress with Purfleet Pop-ups (January). Positive media coverage secured. |
| <p>Riverfront regeneration</p> <p>The riverfront regeneration responds to community feedback saying there should be more to see and do along the riverfront, maximising its potential and drawing more people to the area, while protecting, respecting and preserving its unique heritage.</p> <p>The next exciting steps are underway in work to sensitively breathe new life into the Custom House, one of King's Lynn's most beloved historic buildings, for the benefit of residents and visitors.</p> <p>Earlier this year, the Council engaged with the community and other stakeholders on a vision to bring it back into sustainable use as a flexible, accessible space for activities, such as hospitality, exhibitions, and events.</p> <p>Close by, the council is preparing to convert an historic former warehouse to provide welcoming dryside facilities for leisure craft owners who moor up at the visitor pontoons, including showers, washing machines and a water bottle refills.</p> | <p>Riverfront Regeneration</p> <ul style="list-style-type: none"> • Stakeholder comms and press release, prior to formal submission in February of Custom's House planning application for core works. • Publication of April Cabinet report with PAR request for Devil's Alley/Guildhall and updated Custom's House business plan. Stakeholder comms and press release. • Press release and maybe video ahead of Dryside facilities works commencing (likely April). Once contractor appointed and works timetable confirmed |

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** – endorsed by Cabinet in December 2024 alongside Town Board's updated investment priorities
- **King's Lynn Enterprise Park** – the new website featuring the new branding is now live with more photos to be added. [Home - King's Lynn Enterprise Park](#) A key handover of units to Merxin is scheduled for February, with press release, photos and video.
- **Southgates Masterplan** – Norfolk County Council is liaising with DfT around Outline Business Case submission for the STARS element. Internal, stakeholder and press comms will accompany Cabinet report (publication date TBC)