

Active and Clean Connectivity KL Neighbourhood Board update

Mike Auger – Pulse Consult
April 2025



Borough Council of
King's Lynn &
West Norfolk



Project Overview

- **Taking bold steps to make it irresistibly easy for people to choose healthier, environmentally friendly, and cost-effective ways to travel in and around King's Lynn town centre and urban areas.**
- Encouraging local people to choose active and clean travel, helping the environment, supporting health and wellbeing, and helping to free up the road network for those who need to travel by car.
- This project acknowledges the rural nature of west Norfolk and focuses on improving the walking and cycling network for those who can choose to travel on foot or by bike, and promoting greater use of public transport.
- Demonstrating that not changing anything will result in increased congestion, poorer air quality as well as negative impacts on health and wellbeing. Busy roads get busier and more congested. The opposite of what people want to see happen.
- It creates connections with all the other Town Deal projects, improving accessibility for all, particularly for disabled, pushchairs and mobility scooter users.



Reminder of Rationale – Why Active & Clean?



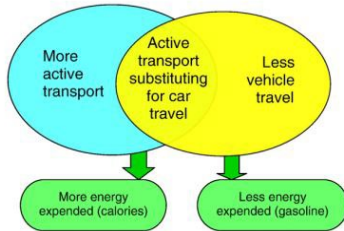
Climate
Change

Cost of
Living
Crisis



Health and
Well being

Infrastructure
to improve
accessibility
and
sustainable
growth



Project Overview

The project brings together a package of measures to support Active and Clean Connectivity across the town including:

Local Cycling & Walking Infrastructure Plan (LCWIP) schemes (£3,082,512)

Interventions to improve provision and uptake for active travel modes

Active Travel Hubs (ATH) on Enterprise Zone & Baker Lane (£2,943,873)

Two multi modal travel hubs one on the outskirts of town and one in the town centre

Travel Plan Fund for employers (£88,000)

Access for up to 6 employers to receive data from Mobilityways on current and possible commuting options for staff.

Funding to enact on data provided

Funding: Towns Fund £4,232,876
Business Rates Pool £2,022,750

Project Outputs & Outcomes

- Outputs:**
- Total length of 3.555km of new cycle ways
 - Total length of 5.601km of pedestrian paths improved
 - At least 6 alternative fuel charging / re-fuelling points
 - At least 50 new out of town car parking spaces
 - 2 new transport nodes with new multimodal connections points

- Outcomes:**
- ✓ Improve affordability, convenience, reliability and sustainability of travel options to and from places of work and places of interest.
 - ✓ Reduce congestion within the town by encouraging modal shift.

Local Cycling and Walking Infrastructure Plan

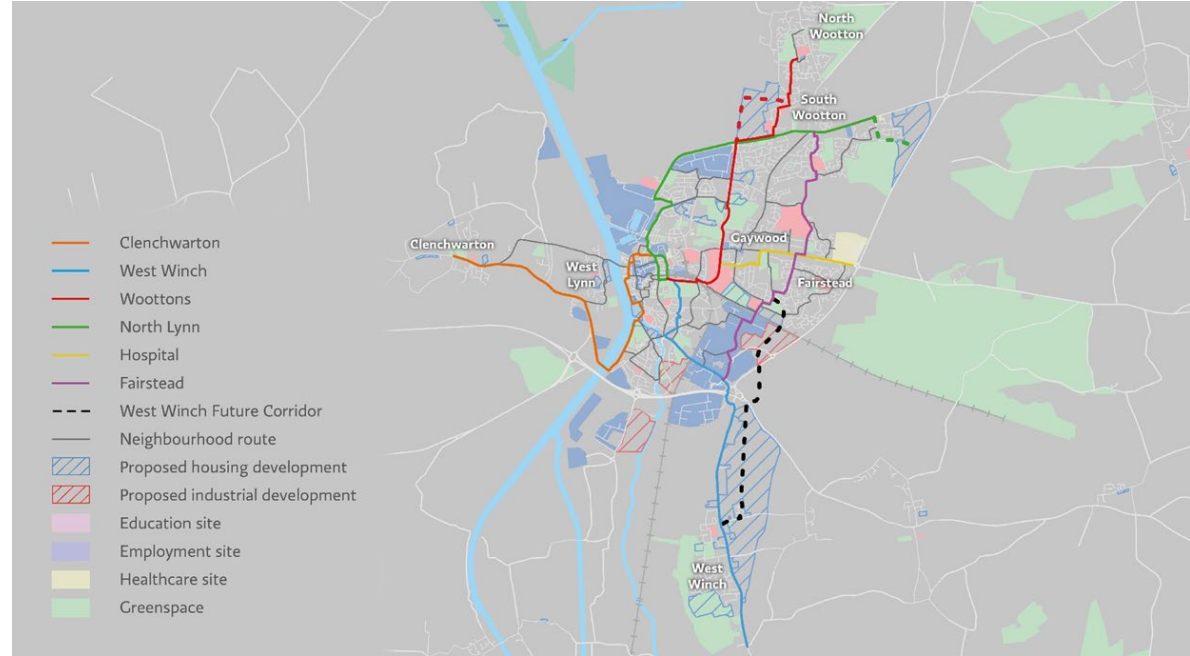
Town Deal LCWIP Schemes

15 schemes originally proposed to enhance connectivity through centre of Kings Lynn.

Schemes include a mixture of crossing improvements, creation of cycle paths, removing barriers and resurfacing

Following programme changes, 7 schemes now completed with further 5 remaining to be completed in 2025

Final scheme costs currently being calculated but looking like projected spend to be under original £3.1m



Local Cycling and Walking Infrastructure Plan – Scheme List

Route	Road	Description	Scheme type	Forecast Cost	Completion Date
Pink 06-02	Reffley Lane	Review cycle barriers at entrance to shared-use path to Temple Road to ensure they are suitable for all users	Barrier review	£21,282	Completed
Pink 06-02	Improvements on Fairstead	Improvement to Fairstead Cycleway, connection to the Wootton's (Red) Route and Connection to Hardwick Road	Resurfacing	£357,011	Completed
Pink 06-03	Fairstead Cycleway	Iron bridge to Edward Benefer	Resurfacing	Included in 06-02	Completed
Pink 06-06	Oldmedow Road	Upgrade existing footway to shared-use path	Upgrade to shared-use path	£899,378	Start date confirmed for Q3 2025
Yellow 05-04	Bishops Road	Bishops Road to Gaywood Hall Drive surface improvement for walking	Resurfacing	Included in 06-02	Completed
Yellow 05-06	Gayton Road A1076	Toucan crossing required at southern footway near hospital	Crossing scheme	£321,439	Due to start in Q4 2025
Red 04-04	Low Road A1078/ A148	Toucan crossing at junction of Hall Lane - merged with Wootton Rd Junc.	Crossing scheme	£329,801	Due to start in Q4 2025
Green 02-14	Low Road A1078/ A148	Toucan crossing at junction of Wootton Road	Crossing scheme	Included in 04-04	Due to start in Q4 2025
Green 02-09	Edward Benefer Way A1078	Create cycle lane along path to connect to St Edmundsbury Road	Creation of cycling / walking provision	£49,675	Completed
Green 02-11	Edward Benefer Way / Bergen Way U20250	Pedestrian and cyclist island at junction of Bergen Way	Crossing scheme	£67,890	Due to start in Q4 2025
Orange 01-05	St Valery Lane U20330	Review cycle chicane barriers to ensure they are suitable for all users (incl non-standard cycles)	Both	£3,113	Completed
Red 04-06	Wootton Park	Review cycle barriers to ensure they are suitable for all users (incl non-standard cycles) at entrances to park and widen path	Barrier review	£6,301	Completed
Red 04-01	Tennyson Avenue	Improve crossing at railway	Both	£36,625	To be progressed as part of future funding stream

Total Forecast cost £2,083,000
Original Budget £3,082,512

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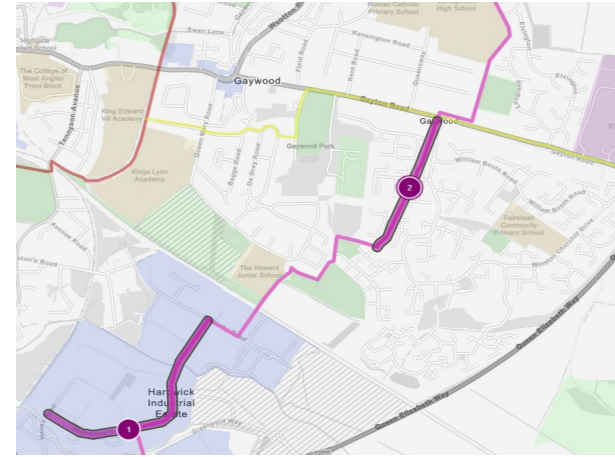
Local Cycling and Walking Infrastructure Plan

Improvements to Fairstead Cycleway

LCWIP Route - Pink

Description - Improvement to Fairstead Cycleway, connection to the Wootton's (Red) Route and Connection to Hardwick Road

Cost - £357k



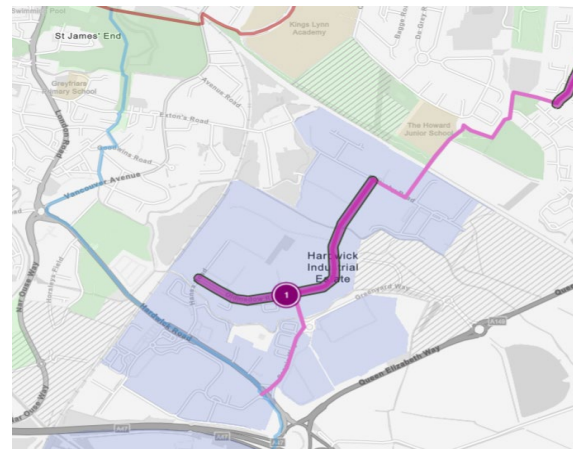
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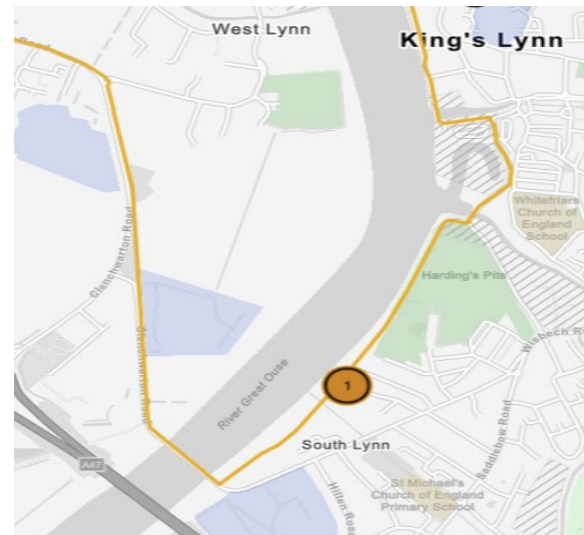
Local Cycling and Walking Infrastructure Plan

St Valery Lane – cycle barriers review

LCWIP Route - Orange

Description - Review cycle chicane barriers to ensure they are suitable for all users (including non-standard cycles)

Cost - £3k



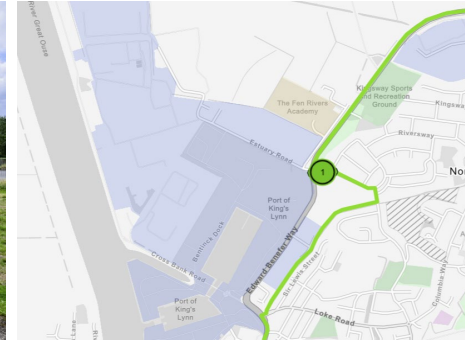
Local Cycling and Walking Infrastructure Plan

Edward Benefer Way

LCWIP Route - Green

Description - Create cycle lane between St Edmundsbury Road and Edward Benefer Way

Cost - £50k



Travel Plans

- Engage 6 businesses to get an accurate picture of how staff are currently traveling to and from work.
- Scope what active and sustainable modes are available on an individual basis.
- Once the initial engagement and scoping has been carried out the following become possible in many instances:
 - ✓ Identify simple steps employers can take to enable their staff to travel more sustainably (promote C2W scheme, public transport discounts, lockers, showers, cycle parking etc.)
 - ✓ Provides a platform for:
 - Conversations with employers about the importance and benefits of staff health and wellbeing and the role physical activity plays
 - Conversations with Public Transport providers to highlight key routes that staff could benefit from
- Highlight locations that would be prime for eBike/Scooter sharing hubs
- Inform local infrastructure improvements that would have a positive impact on sustainable travel modes



Travel Plans - Mobilityways Overview

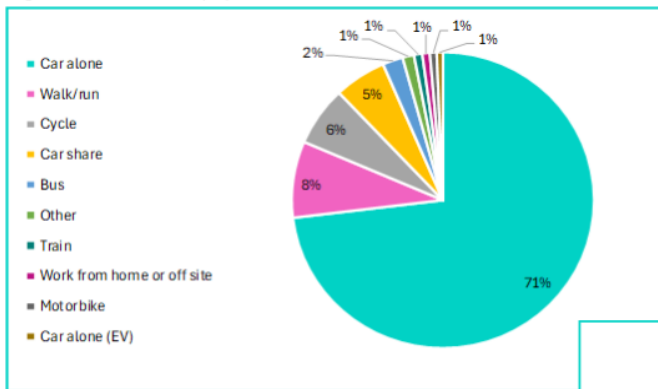


- Mobilityways, working with five large local employers, have undertaken and gathered data from eight different travel surveys, each for a unique location and collated anonymised postcode data for each site, which has been used for a data mapping exercise, CommuteIQ.
- 1266 survey responses were received, achieving a 21% response rate and 3% margin of error (Industry best practice is 5% or less).
- 6165 postcodes were mapped for the CommuteIQ analysis



Travel Plans - Mobilityways Overview

Figure 1: Modal share of employees



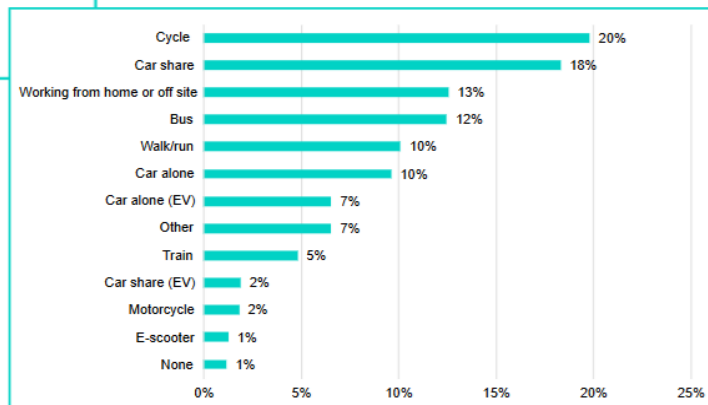
Alternative Commuting Modes

- 20% of employees would be willing to cycle to work
- 18% would be willing to car share
- 13% would prefer to work from home

Modal Share

- 72% of employees currently drive alone to work (71% in an ICE, 1% in an EV)
- 14% actively travel to work
- 5% car share to work
- 3% use public transport

Figure 2: Alternative modes of commuting employees would consider



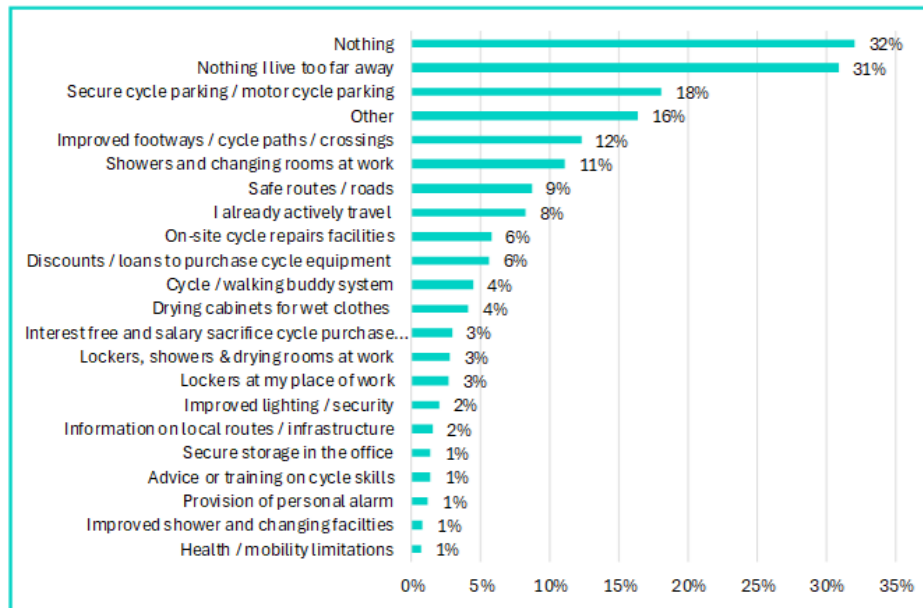
Travel Plans - Mobilityways Overview



Active Travel (walk/cycle)

- 8% of employees currently walk/run to work
- 39% of employees could walk to work (1.5-mile radius)
- 6% of employees currently cycle to work
- 52% of employees could cycle to work (4-mile radius)

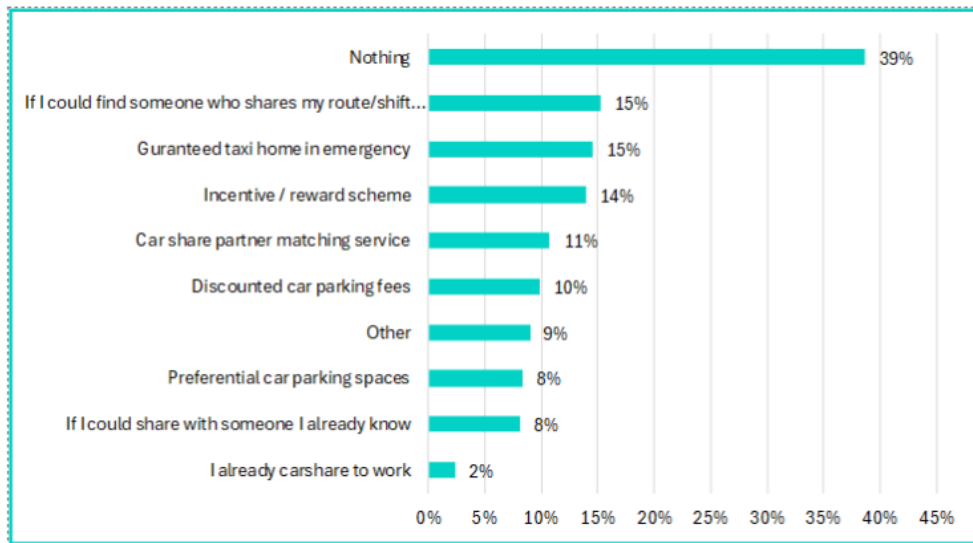
Figure 3: Factors that would encourage employees to walk/cycle to work



Travel Plans - Mobilityways Overview

Car share

Figure 4: Factors that would encourage employees to car share to work



- 5% of employees currently car share to work
- 91% of employees could car share to work
- 70% of which have more than 10 car share matches within a 1-mile radius

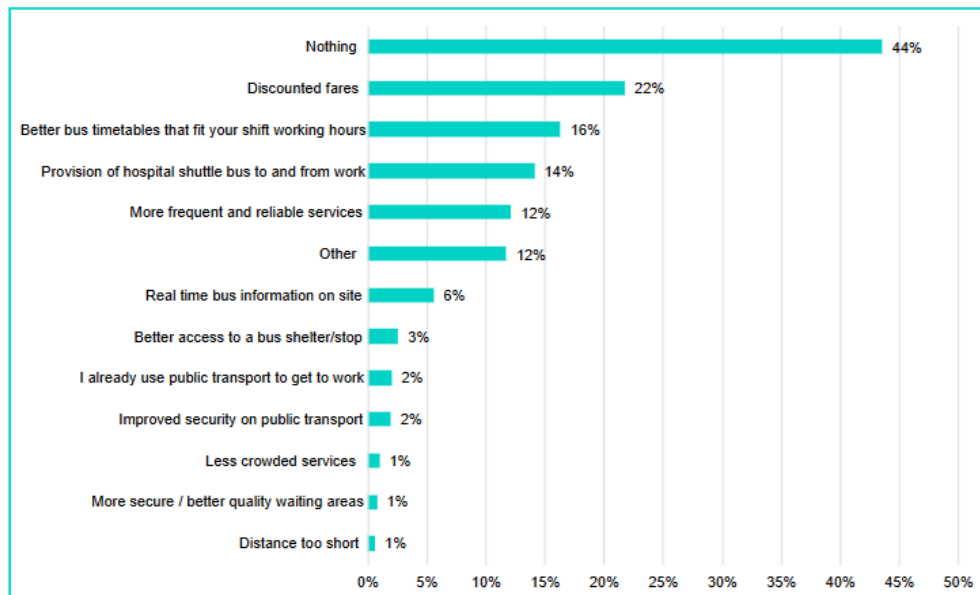
Travel Plans - Mobilityways Overview



Public Transport

- 2% of employees currently catch the bus to work
- 1% catch the train to work
- 49% of employees could catch public transport to work within a 1-hour journey duration

Figure 5: Factors that would encourage employees to catch public transport to work



Travel Plans - Mobilityways work with QEH



Bus Services

- New bus service from the Wootton's (Go To Town - hopefully live by June/July)
- Revised route from Hunstanton
- Working with QEH to look at staff incentives

Active Travel

- MW, Dash & Sustrans joining Carbon Management Committee
- Mobilityways, DASH and Sustrans - on site events/communications to promote walking/cycle
- DASH have had 160 sign ups to date. Free one month E Bike trial offer to continue.

Commute Journal and Boost

- The technical test has been past – all modes of travel have been identified through the app and rewards made for sustainable

Liftshare

- Car share bays and differentiated parking charges based on whether you share have begun.
- Around 40 confirmed as sharing at present and 157 have added journeys.

All modes

- Calendar of Comms being agreed
- Personal travel plans awaiting final sign off and due to be distributed in April.
- Steady growth in all sustainable modes hoped for through year ahead of a major spike leading up to the multi story construction when parking spaces will fall by circa 200.



Travel Plans - Mobilityways work with College of West Anglia



- First implementation and planning meeting completed in early 2025
- CommutelQ postcode analysis underway including travel surveys of staff
- Developing employee engagement strategy and toolkit to be ready for launch in May 2025
- Liftshare Launch targeted for end of April 2025
- Work to update Transport Policy to cover active travel, public transport and car-pooling to be completed over Summer 2025.
- Personal travel plans will be distributed in September at start of 2025/2026 academic year



Active Travel Hubs

- To provide informal park and cycle / walk facilities at two locations, one on the Enterprise Park and in the Town Centre at Baker Lane Secure long term cycle facilities linking to the wider walking and cycling network
- Integrate bus stops/laybys at Enterprise Park
- Provide for future needs for Electric car charging bays including fast/ super-fast charging bays
- Provide upfront infrastructure for planned development of the Enterprise Park
- Following delay to project to due to concerns regarding project viability, Morgan Sindall currently completing site investigation works at Enterprise Park **to confirm ground conditions and provide updated budget costs due in May 2025**



Enterprise Park Active Travel Hub



Baker Lane Active Travel Hub

Active Travel Hubs

Key Dates

- Morgan Sindall Site Investigation Surveys and cost review - May 2025
- Enter PCSA for design work – June 2025
- Planning – June to December 2025
- Completion of design work September 2025
- Morgan Sindall final cost development & submission – November 2025
- Signing of construction agreement January 2026
- Start of works - February 2026
- Completion - January 2027



Enterprise Park Active Travel Hub



Baker Lane Active Travel Hub

Next Steps & Forthcoming decisions

We are currently looking to come back to the board in May 2025 for some key decisions relating to the ACC programme funding.

The May 2025 update will look for a decision from the board regarding:

- Review of wider ACC programme following updated ATH and LCWIP costings with potential reallocation of ACC funding towards;
 - Active Travel Hub
 - Additional LCWIP projects
 - Wider Towns Fund Programme

Subject to decisions on the above and options set out, a Project Adjustment Request may be required.

Questions?

