Economic Impact Assessment of King's Lynn Marina

A Final Report to the Borough Council of King's Lynn and West Norfolk

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Introduction

This report provides an assessment of the impacts and benefits to the local and East of England economies of the potential development of a marina at Boal Quay, King's Lynn. The potential effects of such a marina derive from: its direct employment; employment within the commercial accommodation; employment generated within the area by related boater and visitor spend; and possible effects on inward investment. The analysis is based upon the former ODPM '3Rs' guidance and seeks to identify the net additional impacts of the facility taking account of deadweight, displacement and spin-off multiplier effects.

Three options for the development are considered:

- Option 1: A 90 berth marina in Boal Quay with no boat yard and storage and a mixed use development, including a 60 bed hotel, 1,040 sq. m of A3 floorspace and 1,790 sq. m of retail.

- Option 2: A 250 berth marina at Boal Quay with boat yard and storage and a mixed use development, including a 60 bed hotel, 1,040 sq. m of A3 floorspace and 1,790 sq. m of retail. THIS IS THE OPTION SET OUT IN THE MASTER PLAN.

- Option 3: A 250 berth marina at Boal Quay with no boat yard and storage and a mixed use development, including a 60 bed hotel, 1,040 sq. m of A3 floorspace and 1,790 sq. m of retail.

The Economic Development Policy Context

The development would contribute to a number of high level national and regional goals, including: the PSA target to "Improve the productivity of the tourism, creative and leisure industries….."; and the RES objectives in relation to investment, renaissance and regeneration of the region's communities and developing culture, heritage and leisure assets, as well as the goal to make the most of the region's gateways to the sea. The RES identifies King's Lynn as both a priority regeneration area and a key service centre. The development would also accord with the approach of the Regional Spatial Strategy which recognises the town's challenges and advocates developments which will promote King's Lynn as "the primary retail, leisure and cultural centre".

At a more local level the marina development and the creation of a waterway along the River Nar represent a key component of the Nar Ouse Regeneration Area scheme. The development of Boal Quay also has a central place within the Borough Regeneration Strategy, the Local Plan and the Tourism Strategy.

The Socio Economic and Property Market Contexts

The King's Lynn Expansion scheme of the 1960s and early 1970s helped the town develop from a port to a manufacturing town. Population growth has remained high in recent years but employment growth has been relatively slow. Distribution hotels and restaurants is the second largest employer after the public sector, indicating the importance of tourism and leisure to the local economy.

Economic activity rates in the Borough are relatively high with unemployment low. However, average earnings are well below the regional and national averages. Educational and workforce qualifications are also below average and 11 of the Borough's 87 neighbourhoods fall within the 10% most deprived nationally.

House prices have risen strongly in recent years, although the rate of growth has now slowed. The market for retail units is also reportedly strong, although vacancy rates are relatively high.

Demand for office accommodation is currently mainly local and development interest and supply have been limited. Rentals for premium property amount to only around £8 per sq ft.

The stock of industrial floorspace is ageing and demand again is largely local. Rentals typically lie in the range £2 -£4 per sq ft.

Marinas and Economic Development

Surprisingly little empirical research is available on the impacts of marinas on economic development.

Ex-ante studies funded through EU programmes provide a variety of projected revenue generation and impact estimates and highlight the role of marinas in relation to tourism, generation of spend by boat owners and contribution to the quality of life.

Ex-post studies indicate that a 400 berth Marina in Pwhelli is likely to have generated over 280 jobs. An older study of a marina in Ramsgate suggested job creation of 170.

The Potential Demands for Marina Facilities and Employment Land at Boal Quay

A study by DTZ Pieda assessed the viability of the marina and associated property development. It argues that, whilst much of the wider market is saturated, Boal Quay can unlock pent up demand. An earlier assessment by Babtie suggested that 100 permanent berth holders could be attracted. Research on three case studies has identified a number of significant lessons.

In a number of respects the DTZ and Babtie studies appear optimistic but neither identify the scale of demand – 200 to 300 berths – apparently sought by potential operators. However, the consultations were notably more positive about this potential.

The DTZ appraisal is positive about a range of aspects of the potential demand for property, in particular apartments, restaurants/bars and small retail units – although not a hotel.

Boating Use and Impacts

The South East and East of England have relatively high levels of boating activity. The demand for moorings is strong and charges appear to be rising.

On the reasonable assumption that sufficient demand is likely to exist, the employment impacts of the direct operation of the marina and boater spend at local and regional level will be as set out in Table ES1 below.

Table ES.1 Direct Employment and Employment Associated with Boater Expenditure

	Local Impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Direct Employment	4	10	10	2	5	5
Employment Associated with Boater Spend	10	32	27	5	14	13
Total	**14**	**42**	**37**	**7**	**19**	**18**

Source: ECOTEC Analysis

Commercial Elements

The estimated employment associated with the commercial elements – assuming that a hotel development proves successful – would be set out in Table ES2 below.

Table ES.2 Employment Generated by Commercial Floorspace

Type of Floorspace	Local impacts	Regional Impacts
	All options	All options
Retail	19	13
A3	37	31
Hotel	14	8
Total	**72**	**58**

Source: ECOTEC Analysis

Wider Visitor Impacts

Domestic visitor numbers to the sub-region have been falling in recent years, although levels of spend have shown a modest increase.

Table ES3 shows the projected impacts of the options on employment associated with visitor spend based upon high and low assumptions for effects on visitor numbers.

Table ES.3 Employment Generated by Visitor Spend

	Local impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Total Employment Generated (FTE's) - visitors	5 – 9	23 – 44	23 – 44	3 – 7	17 – 33	17 – 33
Total including Multiplier	5 – 10	25 – 48	25 – 48	5 – 9	23 – 46	23 - 46

Source: ECOTEC Analysis

Wider Investment Impacts

King's Lynn has attracted little in terms of foreign inward investment in recent years. Whilst no real data is available, investment from other parts of the UK appears also to have been limited. Whilst the area performs strongly on factors such as costs, land availability and some aspects of quality of life, it is perceived as inaccessible and the skills base is limited – as is the 'lifestyle' offer, the one real aspect which the marina development could help to address.

Table ES4 provides our – inevitably tentative – estimates of the potential employment impacts of the development through its wider effects on attracting inward investment.

Table ES.4 Impact on Inward Investment Employment from the Proposed Marina Development at King's Lynn

Option	Net additional jobs
Option 1 (King's Lynn average – low growth)	13-27
Option 1 (Average of King's Lynn and county averages – high growth)	48-97
Option 2 and 3 (King's Lynn average – low growth)	27-40
Option 2 and 3 (Average of King's Lynn and county averages – high growth)	97-145

Source: ECOTEC Analysis

Overall Impact Analysis

On the basis of the analysis the overall employment and GVA impacts of the options under consideration will be as set out in Table ES5 below.

Table ES.5 Overall Employment and GVA Impacts

	Local Impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Total Net Employment	104-193	166-307	161-302	83-171	127-268	126-267
GVA	4.4 - 8.2	7.1 - 13.1	6.9 - 12.9	3.5 - 7.3	5.4 - 11.4	5.4 - 11.4

Source: ECOTEC Analysis

Sources of Funding

Much of the development would clearly be privately funded. The most promising potential sources of public funding are :

- EEDA's Regional Renaissance Programme;
- English Partnerships Regional Funds;
- Environment Agency Waterways Plan (Great Ouse).

1.0 Introduction

ECOTEC Research and Consulting, in association with Llewelyn Davies Yeang, was appointed by King's Lynn Borough Council in April 2006 to undertake an assessment of the likely economic impact of developing a marina at Boal Quay in King's Lynn. This document is the final report of the study findings.

1.1 Aims and Objectives of the Study

The aims of the Economic Impact Analysis (EIA) are to:

- Examine the immediate economic impact and benefits of establish an outward facing marina in King's Lynn and the longer term economic impacts and benefits; and
- Analysis the economic benefits to the local and regional economies.

Specifically, the EIA is required to:

- Review the market appraisal of comparative marina developments undertaken by DTZ Pieda;
- Conduct case studies of existing marinas to identify best practice that can be applied to the proposed development;
- Assess the impact on the local/regional economy from the leisure /tourism impacts; and
- Assess wider impacts from the marina

1.2 Overview of Study Methodology

There are a number of ways through which the proposed developments can affect the local and regional economies:

- **Direct employment**: estimates of the number of direct jobs supported by the marina are based on its planned size and the number of boats forecast to use it each year. In addition, the study considers the potential of the marina to attract investment from firms engaged in boat building, repairs, etc.

- **Employment linked to commercial development:** the commercial development linked to the marina scheme will generate employment impacts of its own. The magnitude of these effects will depend on a number of factors, including the sectors involved and the occupancy rate at the premises.

- **Leisure and tourism:** The key consideration is the extent to which the new facilities will draw in visitors and spend from elsewhere. The key issues here are:
  - The number of visitor/leisure days of different types likely to be attracted; and,
  - Associated daily spend by visitor.

- **Inward investment:** Apart from investment linked directly to the marina, there is also a potential benefit to wider levels of investment. A number of factors determine the location choice of firms. The attractiveness of the surrounding area and the quality of its amenities are clearly factors that influence some decisions.

The approach taken to estimating employment impacts was based on:

- Desk review of the boating market and potential demand for a marina at Boal Quay, and an assessment of the commercial property sector, the leisure and tourism sector and inward investment trends and decision making;
- Review of previous research and studies that have identified the economic impacts of marina developments;
- Consultations with key stakeholder to identify regional and area specific trends and influencing factors, including interviews with representatives of:

  - Inward investment agencies;
  - Boating associations; and,
  - Tourism bodies.

- Using British Waterways' demand model to estimate the economic impacts arising from boating and visitor spend.

1.2.1 Additionality

Estimating the economic significance of the marina and associated development requires consideration of a number of issues (leakage[1], displacement[2] and multiplier effects[3]), in particular the extent to which the marina is able to generate additional economic benefits within the surrounding area. ODPM guidance on the appraisal of regeneration projects1[4]

[1] Number of jobs taken by people from outside the area concerned.
[2] Extent to which activity will have increased at the expense of businesses elsewhere in the area/region (particularly by taking sales from other East of England firms)
[3] Further economic activity associated with additional income and local suppliers purchases that will arise as a result of the marina development.
[4] ODPM (May 2004) Assessing the impact of spatial interventions: the 3Rs Guidance.

provides advice on how to measure additionality taking account of factors such as deadweight and displacement:

- Deadweight describes the economic benefits which would be expected to accrue to King's Lynn regardless of the development of the marina. In looking at the growth of the tourism and leisure economy once the marina is opened, for example, we need to consider how far visitor numbers would increase in any event over the next few years. Likewise, property development may take place within King's Lynn irrespective of the presence of the development. In establishing project outputs we need to be realistic about what can reasonably be attributed to the marina development; and,
- Displacement concerns the extent to which the marina generates economic benefits at the cost of other areas. For example, visitor numbers to King's Lynn may increase once the marina is opened, but this may actually represent people visiting the marina instead of another local attraction. Similarly, marina-side property development may take place at the cost of another location. Measuring displacement requires a robust knowledge of the local economy and an understanding of the nature of the projected outputs.
- There is also some scope for double-counting which also needs to be taken into consideration as it is likely that some visitor and boater spend which is generated by the marina will go to commercial businesses at the site.

Additionality issues are outlined in the relevant sections of this report.

1.2.2 Impact Areas

In assessing additionality, consideration must be given to the area over which impacts are to be measured. For the purposes of this report, two impact areas are considered:

- Firstly, impacts are assessed within the borough of King's Lynn itself; and
- Secondly, impacts across the whole East of England region are assessed.

Within King's Lynn, assessment of displacement of boating activity is straightforward since the marina will not have displaced significant levels of activity from within the area, and therefore all boating activity can be considered additional.

Part of the other recreational activity which will be generated will be gross additional (in the sense that it would not happen without marina development), but part of this impact will represent displacement from other activities within King's Lynn and this will not represent net additional activity.

Considering the second impact area, regional displacement issues are more complex since the marina development may have two counteracting effects:

- On the one hand, the marina will be expected to increase tourism and leisure activity within the region by creating a boating facility and general visitor attraction; and,
- On the other hand, some tourism and leisure activity that takes place due to the marina would have taken place on (i.e. has been displaced from) other marinas / moorings and visitor attractions within the region.

It should be noted that the economic impacts represent only part of the total package of benefit associated with the project. In particular it will also generate a range of unpriced user benefits- particularly to casual recreational users- as well as environmental benefits.

1.3 Options under Consideration

The King's Lynn Urban Development Strategy (UDS) endorsed the development of a marina at Boal Quay as a way of reaping the benefits of reconnecting the town to its waterfront. The UDS envisages that a marina will help to improve perceptions of Lynn (both internally and externally), provide a visitor and leisure attraction and form the basis of an improved and more mixed housing offer. The creation of a marina will be an important step in the implementation of the UDS. In this context, the marina can be seen as a catalyst for regeneration.

The potential of Kings Lynn generally, and Boal Quay specifically, as a potential site for a marina site has long been recognised. The town lies at the junction between lapsed inland and coastal commercial shipping routes, and historically has been a major centre for marine trade. The port continues to serve the local market, particularly agribulks, forest products and steel and the town also is home to a small fishing fleet.

However, there are no longer significant links into the inland waterway system for commercial vessels. Recreational activity upstream of Denver Sluice is strong, with a regional network of waterways extending through to Bedford, Cambridge and, via Peterborough, to the Grand Union Canal. However, the link from Denver northwards has been described as difficult and is tidally restricted – increasingly so with changes in bed topography arising from accretion.

The earlier marina proposals focused on the development of the marina itself as a marine facility within Kings Lynn. Over the past few years, the ambition has extended to include the development of less challenging navigation links into the inland waterway system through the Flood Relief Channel and River Nar. Thus, in the context of the wider network, there are three linked objectives arising from the marina development under consideration within the masterplan, each with specific technical difficulties and, potentially, different solutions. These are:

1. Accommodation for marine craft accessing the Wash (home marina, plus visitors) – sea-going craft.

2. Access between the Great Ouse and the Wash (transit marina) – sea-going craft.

3. Access between the Great Ouse network and Kings Lynn (transit and home marina – all craft).

Three options have been put forward for the development of the land at Boal Quay, which are:

- Option 1: A 90 berth marina in Boal Quay with no boat yard and storage and a mixed use development, including a 60 bed hotel, 1,040 sq. m of A3 floorspace and 1,790 sq. m of retail.

- Option 2: A 250 berth marina at Boal Quay with boat yard and storage and a mixed use development, including a 60 bed hotel, 1,040 sq. m of A3 floorspace and 1,790 sq. m of retail. THIS IS THE PREFERRED OPTION SET OUT IN THE MASTER PLAN.

- Option 3: A 250 berth marina at Boal Quay with no boat yard and storage and a mixed use development, including a 60 bed hotel, 1,040 sq. m of A3 floorspace and 1,790 sq. m of retail.

1.4 Report Structure

The remainder of this report is structured as follows:

- Section 2 sets out a review of the key policy documents that will have a bearing on the marina development;
- Section 3 considers the socio economic and property market context for the study area;
- Section 4 reviews the key findings from recent economic impact studies of marinas;
- Section 5 assesses the potential demand for both marina facilities and employment land in King's Lynn;
- Section 6 presents the estimated employment impacts directly linked to the development of the marina;
- Section 7 assess the employment associated with commercial workspace linked to the marina development;
- Sections 8 and 9 provide estimates of the expected increases in employment in the tourism and leisure market and from additional inward investment;
- Section 10 summarises the economic impacts of the marina development;

- Section 11 provides an overview of the key funding sources for the marina and an assessment of the development's prospects of securing funding.

2.0 The Economic Development Policy Context

2.1 Introduction

This section of the report reviews key policy documents relating to the regional, sub-regional and local policy framework to establish the extent of the strategic marina development.

2.2 The Regional Framework

The Regional Economic Development Strategy (RES) for the East of England[1] establishes the framework for improving the region's economic performance and the quality of life. The overall vision is for the region as '*a leading economy, founded on our world-class knowledge base and the creativity and enterprise of our people, in order to improve the quality of life for all who live and work here.'* (p. 9). In working towards this vision, the Strategy sets out eight goals – advocating building on the region's strengths (of most relevance here, the region's landscape and environmental assets) and addressing its weaknesses (for example deprivation and social exclusion). The proposed marina development is supported by the following goals:

- *Goal 2*: growing competitiveness, productivity and entrepreneurship – the proposed marina development will contribute towards the DCSM PSA target to: *'Improve the productivity of the tourism, creative and leisure industries by 2008*' (p. 120). It is also intended that the scheme will provide high quality employment land and aesthetic surroundings, providing market opportunities for business start-ups and contribute to EEDA's goal of improving the level and quality of investment in the region, with the potential to 'optimise sustainable local markets and integrated supply chains'.
- *Goal 4:* high quality places to live, work and visit – the proposed marina development has the potential to enable *'the renaissance and regeneration of the region's communities*', by developing physical and commercial links to the town centre, and aims to '…*ensure effective integration of employment with other land uses and provide a framework for high quality development*'. The emphasis of the proposed scheme is on high quality design complementary to the character of the locality. The development will also satisfy the RES sustainable development principles by following a sequential approach, bringing forward brownfield sites for economic activity. The Strategy stresses the growing economic significance of heritage and leisure to the regional economy, but also for the quality of life of its communities and the proposed development responds to

[1] EEDA (2004) A Shared Vision: The regional economic strategy for the East of England

the Strategy's aim of 'developing culture, heritage and leisure assets for residents and visitors'. In addition, a key part of the scheme includes proposals to connect King's Lynn to the inland waterways network, supporting 'innovative transport improvements in rural areas, coastal areas and priority regeneration areas as part of major new housing or mixed use developments'.

- *Goal 6*: making the most from the development of international gateways and national and regional transport corridors – although this goal does not have direct relevance to the proposed marina development, the Strategy advocates making the most of the region's gateways to the sea and their surrounding areas to promote employment and business opportunities and support local regeneration projects. The Strategy also points to their potential role in contributing to the region's tourism economy and economic diversification from maritime activity.

The Strategy also adopts a thematic perspective, identifying the following four themes as the key principles underpinning the RES: sustainable development; urban renaissance and urban vitality; equality and diversity; and regional leadership, coherence and cohesion. It is the second theme, urban renaissance and vitality, that is most supportive of the proposed marina development. Here the focus is on the region's market towns and their interdependent relationship with the surrounding rural economic hinterland. The role of King's Lynn is highlighted as a key service centre, with the potential to be the social and economic driver for the sub-region. The Strategy stresses the market town's tourism assets, in particular the potential of the coast for *'sustainable tourism'* and the scope for developing specialisms, such as the leisure boating industry. As a designated priority regeneration area, the Strategy advocates support for: '…*the regeneration and renaissance of King's Lynn and reinforce its role as a key service centre, through the redevelopment of brownfield land, a high quality mixed use urban environment and the provision of employment land and business premises.*' (p. 98). The proposed marina developments are in direct support of these aims.

The Regional Spatial Strategy[1] sets out the framework for planning and development to 2021. The Strategy's vision is *'to sustain and improve the quality of life for all people who live in, work in, or visit the region, by developing a more sustainable, prosperous and outward looking region, while respecting its diversity and enhancing assets*' (p. 11). The focus of the Strategy is on growth and economic prosperity and in particular the need to address the region's spatial disparities in a sustainable manner. The proposed marina developments will support this by adopting a sequential approach to the location of

[1] EEDA (2004) Draft East of England Plan. Draft revision to the Regional Spatial Strategy (RSS) for the East of England

development, ensuring that the development conserves the region's character, quality of life and environment; and contributing to regeneration objectives.

As with the RES, the Spatial Strategy does not advocate direct support for the marina development: however, the proposed developments at Boal Quay are supported indirectly through the following strategic objectives of the Spatial Strategy:

- Increase prosperity and employment growth and achieve a more sustainable balance between workers and jobs;
- Increase regeneration and renewal of disadvantaged areas;
- Deliver more integrated patterns of land use;
- Sustain and enhance the vitality and viability of town centres;
- Make more use of previously developed land and buildings;
- Protect and enhance the built and natural environment.

The proposed scheme also responds to the Strategy's spatial policy which aims to concentrate physical development in market towns (King's Lynn itself is identified as one of the key centres in which development should be focused), particularly where there is good accessibility and where the development will enhance the role of market towns in providing employment and services to their hinterland. The planned marina development is also directly supported by policy SS8: to ensure that new development contributes to enhancing the character, appearance recreational and biodiversity value of the urban fringe and by SS9: to accommodate additional housing, employment growth and economic diversification, and the facilitation of area regeneration.

In addition to the above, the RSS puts forward a spatial strategy for the region's coast (SS15): '*the strategy for the coast is to ensure a balanced policy that recognises the economic and social role of coastal ports and tourism areas, and the need for environmental protection and enhancement of the coast*.' According to the RSS, the future management of coastal areas should contribute towards regeneration objectives, ensure that the region's coastal resorts and town centres continue to provide for local and visitor need and develop the inter-relationships between town centre and leisure areas to promote the vitality and viability of both. This is perhaps the policy most explicitly in support of the Boal Quay development proposals. The Strategy advocates developments that will promote King's Lynn as '…*the primary retail, leisure and cultural centre' and as 'a short break visitor destination built around King's Lynn heritage and the area's natural environment*' (p. 102), as a means to address the market town's socio-economic challenges. It is hoped that such developments will help promote employment by diversifying the area's employment base, whilst tourism is identified as one of the key areas in which King's Lynn can attract inward investment.

2.3 The Sub-regional Framework

The sub-regional framework is similarly supportive of the proposed development. According to Norfolk Council's Annual Business Plan[1], '*Norfolk is known for the quality and diversity of its cultural, spiritual and leisure activities, which make it a particularly special place for residents and visitors alike*'. As part of priority 28 (maximise opportunities to access cultural and heritage resources), key actions proposed include: improving the visitor experience and supporting regeneration and cultural heritage. The proposed marina development is also supported by Priority 34 (improve the competitiveness and levels of employment in key sectors), where the focus is on attracting inward investment and increasing the contribution of tourism to the economy - '*Maximise the potential of cultural heritage and environmental assets to generate tourism visits and spend and to create employment*'.

Norfolk's Regeneration Strategy, Shaping Norfolk's Future Strategy 2006-2015, provides a ten-year framework to address social and economic deprivation in Norfolk. The Strategy's overarching vision is: '*for Norfolk to have a successful economy characterised by innovative dynamic and sustainable businesses, where people are skilled and motivated with the opportunities to maximise their potential in a high quality environment*' (p. 22). The Strategy highlights the rural nature of the sub-region and the significance of the interplay with the region's urban areas. One of the key challenges however is the extent of deprivation in these urban centres, including King’s Lynn. As a means of tackling urban deprivation, the marina proposals find support from the Strategy's priorities to: raise the profile of Norfolk as a business destination to attract inward investment; contribute to raising market confidence in the county (by providing a clear framework for investment decisions) and provide high quality employment land and premises in sustainable locations.

2.4 The Local Policy Framework

The proposed marina development at Boal Quay and the creation of the waterway along the River Nar represent a key component of the ambitious Nar Ouse Regeneration Area scheme (NORA) – a £250 million initiative to regenerate the King's Lynn area, which constitutes one of the largest brownfield regeneration projects in the region. The aims of NORA are to: address the physical remnants of the area's industrial past; create a high quality environment for people to live, work and spend their leisure time; create a vibrant

[1] Norfolk County Council (2005) Annual Business Plan 2005/06

new focus for visitors and residents that celebrates its history and bring new economic activity to the area[1]. The project includes:

- The Nar Ouse Way (South Lynn Regeneration Route): an integral part of the development which opens up the south of Wisbech road to mixed use development.
- South Lynn Millennium Village[2]: comprising a 48.5 ha site which will provide houses and commercial space (including a business park) and open space, in addition to the provision of community facilities (for education, sports and health).
- Town Centre Re-development: including the development of the Vancouver Centre shopping mall, the development of the town centre car park and improvements to the bus station. These redevelopments are intended to improve the economic health of King's Lynn as the sub-regional centre.

The development of the Boal Quay will form an essential complement to the above regeneration framework and importantly has the support of the Borough's Regeneration Strategy, the Local Plan and the Tourism Strategy.

The overarching aim of King's Lynn and West Norfolk's Strategy for Economic Regeneration[3], is a Borough that is *'a prosperous place to live with a diverse and growing economy*' (p. 1). According to the Strategy, two of the four objectives in place for achieving this include: creating the conditions to encourage businesses to start-up and locate, grow and diversify; and developing and promoting West Norfolk as a destination for visitors. These two objectives provide implicit support for the proposed marina development. Moreover, explicit support is provided by the Strategy's priority to focus on King's Lynn as the main economic driver of the borough – this includes: the implementation of the NORA project; detailed feasibility studies and promotion of a marina development at Boal Quay as part of NORA; the provision of employment sites (including land and premises for modern business activities); and developing the tourism potential of King's Lynn.

As the key local planning document, it is also imperative that the proposals have the full support of the Local Plan[4]. The majority of the NORA site is designated an Urban Renewal Area in the Plan (vacant, derelict sites which present opportunities for mixed use urban renewal projects). The Plan states that the area presents many opportunities for renewal projects and that these should be characterised by a mixture of uses (a range of

[1] EDAW (1999) Nar Ouse Regeneration Area Framework.
[2] This is part of an English Partnership's programme (the Millennium Communities Programme) which brings together new ways of planning, designing and constructing homes to enable a more sustainable way of living. See http://www.englishpartnerships.co.uk/southlynn.htm.
[3] Kings Lynn and West Norfolk Borough Council (2003) Shaping the Future – West Norfolk. A Strategy for Economic Regeneration in the Borough of King's Lynn and West Norfolk.
[4] Llewelyn Davies (2005) Draft King's Lynn Local Plan (Urban Renaissance Strategy).

employment, leisure, retail and community facilities, incorporating high standards of urban design and access to open spaces and transport). The Plan also highlights the designation of the Boal Quay area as a Central Area Expansion Zone - with 8.9 hectares of expansion space, well served by the existing/proposed internal road system (including the South Lynn Regeneration Route), close to existing public transportation systems and within walking distance of the Retail Zone. The Plan states that provision for leisure and assembly uses in this area will be permitted in this Expansion Zone. More generally, the proposed marina development also has the support of the following two Local Plan objectives:

- Foster the local economy: revitalise and diversify - new employment provision in King's Lynn will primarily be in the service sector, through tourism and related enterprise. The Plan states that the majority of new jobs in the King's Lynn area will need to be provided by developing new employment areas[1] and tourism is promoted as '…an important part of the local economy, particularly in the coastal areas and King’s Lynn'. The Plan explicitly states that King's Lynn offers opportunities for increased water sport provision and that this should be encouraged, including the increased use of coastal waters and greater use of navigable waterways for sporting and recreational uses.
- Conserve environmental quality: sustain the vitality and viability of King's Lynn and retain a high quality environment – both in support of the liveability agenda and to promote the growing tourism economy.

Lastly, the Borough's Tourism Strategy[2] provides explicit support for the proposed marina development by identifying King’s Lynn as an economic regeneration priority, where the potential of short break tourism is perceived as fundamental to the town's regeneration. The Borough's vision is '*To support the sustainable development of tourism in West Norfolk through priorities and actions which add to the economic, social and environmental well being of the Borough* '(p. 2). In support of this vision the strategy is based around a set of specific aims, of which the following provide most direct support for the marina development:

- Sustain existing tourism markets currently attracted to West Norfolk and to attract new markets where appropriate; and,
- Use tourism as a mechanism to revitalise and support prosperity in key areas, to the benefit of residents, businesses and visitors alike.

[1] In the area there is a need to provide about 160 hectares of land for employment. (- 53 ha of land that already have planning permission).
[2] Borough Council of King’s Lynn and West Norfolk (2005) West Norfolk Tourism Strategy: A strategy for the development and management of tourism in the Borough of Kings Lynn & West Norfolk 2005 - 2010

This is in addition to the following policy priorities:

- Policy 9: Develop, package and promote King's Lynn as a short break holiday destination.
- Policy 10: Support and develop schemes to foster local pride and appreciation of King's Lynn.

The Strategy explicitly advocates improving the quality of King's Lynn as a visitor destination by: lobbying for the development of the marina at Boal Quay and the opening of the River Nar to navigation; and developing initiatives to enhance maritime links and access to King's Lynn. The Strategy also advocates public and private investment to further both new and existing tourism activities.

2.5 Overall Links to the Strategic Policy Context

The section finds policy support for the marina development at all levels – particularly in relation to the promotion of tourism and leisure activities, the regeneration of market towns and the attraction of inward investment relating to mixed use development.

3.0 The Socio-Economic and Property Market Contexts

3.1 Introduction

This section aims to provide an overview of the key socio-economic characteristics of the local area. It also sets out the main aspects of the leisure and tourism market in King's Lynn and a brief review of the property market context.

3.2 Socio-Economic Context

The King's Lynn Town Expansion Scheme of the 1960s and early 1970s helped the town develop from a port into a manufacturing town[1] and was also a significant factor in the growth of the town and its population. In more recent years population growth has slowed, growing by 6 percent between 1991 and 2004, which is higher than the GB average of 4 percent, although lower than the regional average of 7 percent . In 2004 the resident population of the borough was estimated at 139,100[2].

The 2001 Census indicates a relatively homogenous population within the borough, with 99 percent classified as White, compared with a regional average of 95 percent and a UK average of 91 percent. According to the Census, the borough has a relatively elderly population, displaying an above average proportion of residents in the over 50s category compared to the UK average, and a below average proportion in the under 40s category, particularly in the 20-24 age group[3].

The borough's employment growth has been relatively weak in recent years, with the total increasing by only 1 percent between 1997 and 2004. This compares unfavourably with regional growth of 8 percent and an increase of 9 percent in Great Britain.

Employment growth in the borough's key sectors of manufacturing and agriculture / fishing has been poor in recent years. Between 1997 and 2005 manufacturing employment across the borough fell by over 2,500 jobs (25 percent), in line with the general trend across Great Britain, caused by the relocation of jobs to lower cost centres. Employment in the agriculture and fishing sector accounted for 11 percent of all jobs in 1997 (compared to around 1 percent across Great Britain) but had fallen by 45 percent by 2005. In contrast,

[1] An Integrated Approach to the Regeneration of King's Lynn, KLWNBC
[2] Source: ONS Mid-year Population Estimates (2003).
[3] Source: Census 2001.

employment in the public sector, which accounted for 23 percent of total employment in 1997, increased by 33 percent (see Table 3.1). Public sector employment now accounts for the largest proportion of jobs in the borough at 29 percent.

Table 3.1 Borough of King's Lynn and West Norfolk: Employment by Sector, 1997 to 2004

Sector	1997	2005	Share of total 2005 (%)	Total change	% change
1 : Agriculture and fishing (SIC A,B)	5,402	2,978	6%	-2,424	-45%
2 : Energy and water (SIC C,E)	406	302	1%	-104	-26%
3 : Manufacturing (SIC D)	9,826	7,321	15%	-2,505	-25%
4 : Construction (SIC F)	2,151	2,698	5%	547	25%
5 : Distribution, hotels and restaurants (SIC G,H)	11,884	13,132	26%	1,248	11%
6 : Transport and communications (SIC I)	2,373	2,223	4%	-150	-6%
7 : Banking, finance and insurance, etc (SIC J,K)	3,993	5,101	10%	1,108	28%
8 : Public administration, education & health (SIC L,M,N)	11,003	14,655	29%	3,652	33%
9 : Other services (SIC O,P,Q)	1,469	2,078	4%	609	41%
Total	48,507	50,488	100%	1,981	4%

Source: Annual Business Inquiry. Figures may not sum due to rounding. 1997 has been chosen as a base year as previously agricultural and fishing activities were excluded from records.

The most recent employment figures for 2005 show that the distribution, hotels and restaurants sector is the second largest employment sector at 26 percent. Hotels, bars and restaurants alone account for 5 percent of employment (equivalent to 2,300 jobs) indicating that tourism and leisure are of importance to the local economy[1].

The borough's economic activity and employment rates are relatively high. During 2005 the employment rate was 80.7 percent for all working age people, comparing favourably with a regional rate of 78.9 percent and a national average of 75.1 percent. However, the borough's employment rate has fluctuated over the last decade, generally remaining below the regional rate but above the national average. Economic activity rates, which displayed similar trends to those of employment rates,[2] were high in 2005 at 82.8 percent, compared with 82.0 percent regionally and 78.7 percent across Great Britain.

Unemployment rates, measured by the claimant count[3], in the borough of King's Lynn and West Norfolk have been, on average, consistently low. In 2005 the local rate was 2.3

[1] Source: Annual Business Inquiry, 2004.
[2] Source: Labour Force Survey.
[3] The claimant count measure of unemployment has been used as the ILO Unemployment rate is unavailable at borough level for King's Lynn and West Norfolk

percent, below the national average of 2.6 percent but just above the regional rate of 2.0 percent[1].

Despite high levels of employment, there is evidence to indicate that the borough performs poorly on other measures of economic performance. Average earnings for residents in the King's Lynn and West Norfolk borough, based on a weekly gross average, are considerably below the regional and national averages. Earnings were £436 in 2005, which was less than 80 percent of the East of England average of £550 and also well below the England average of £528.[2].

Gross disposable household income in the Norfolk area, within which King's Lynn is located, was 94 percent of the UK figure averaged over the 1997-99 period, whilst the regional rate was 105 percent of the UK figure. Productivity levels are also low in the Norfolk area (based on GVA per head). In 2002 GVA per head was £11,856, approximately 78 percent of the UK average and 82 percent of the region's average[3].

Education and workforce qualification levels in the borough are below the regional and national average on a number of key indicators. The educational attainment of pupils in the Local Education Authority of Norfolk (within which the borough of King's Lynn and West Norfolk is located) is below average. In the academic year 2004/05, 53 percent of pupils achieved 5+ GCSE grades A*-C, underperforming against the regional and national average of 57 percent[4]. The percentage of the borough's workforce qualified to NVQ level 3+ was 37 percent in 2005. Despite recent improvements this is still below the regional average of 44 percent and national average of 45 percent. At degree level (NVQ level 4+) 21 percent of the borough's workers were recorded as qualified in 2005, again short of the regional average of 25 percent and the national average of 26 percent[5].

In terms of deprivation, the borough was ranked 150th most deprived of 354 local authorities, based on the 2004 Index of Multiple Deprivation[6]. The borough scored particularly poorly with regards to the measure on barriers to housing and services, with 11 of the its 87 neighbourhoods (Super Output Areas) considered to be in the country's top ten percent most deprived.

[1] Source: Labour Force Survey.
[2] Source: Annual Survey of Hours and Earnings.
[3] Source: Region in Figures, ONS.
[4] Source: Department for Education and Skills / Floor Targets Interactive
[5] Source: Labour Force Survey
[6] Source: ODPM

3.3 Property Market Context

3.3.1 Residential

The residential property market in King's Lynn is currently largely local, mainly buyers looking to trade up from existing homes. However, some purchases of property were by people commuting to jobs in London, Cambridge and Essex, amongst other locations. Overall, there is moderate demand for new housing; however take up of terraced houses is currently fairly quick. According to local agents, newly built houses are proving particularly popular with young professionals.

A large amount of the housing stock in King's Lynn comprises detached properties and, with the exception of the historic town centre core, much of this stock dates from the 1970s.

Housing accounts for around three times the number of new dwellings provided by flatted developments in the region; house building completions in King's Lynn stand at around 120 per year[1]. However, in line with Government guidance, the proportion of flats being developed is on the increase. Much of the new development in the King's Lynn area is away from the city centre and is new development on greenfield land. There are fewer sales in the town centre due to the lack of development and the lack of quality housing stock available. Agents note that much of the new development is concentrated outside the town centre because these areas offer a quieter/village like atmosphere whist still being within 10/15 minutes travelling time into the centre of King's Lynn.

On average, properties in the East of England sell for less than is achieved on average across England and Wales[2]. However, strong growth in house prices in the region has closed this gap. Property prices in King's Lynn have risen by 55 percent over the last 5 years, compared to 56 percent in Norfolk. However, the rate of increase has slowed. Prices in commuter towns that are closer to Cambridge and Norwich as well as properties near the coast have experienced higher growth rates than King's Lynn.

3.3.2 Retail

In October 2004, there were 27 reported requirements for King's Lynn on the PROMIS Centres and FOCUS identifies 40 active requirements. Agents in the area report strong demand in the town centre where freehold property is in short supply. Smaller, local premises and shop units are in high demand, particularly around the town centre, for local secondary uses and there is good demand for catering retail outlets.

[1] Figures from King's Lynn and West Norfolk Borough Council; based on the last 9 years
[2] Land Registry statistics Q3, 2004; based on all residential sale transaction prices in an area

Town centre retail floorspace in King's Lynn is estimated to total 790,000 sq ft, with another 352,000 sq ft of retail warehousing and a further 406,000sqft of floor space in superstores and supermarkets in the area (PROMIS). Three estates on Hardwick Road represent 90 percent of the retail warehousing stock: Hardwick Retail Park (106,000 sq ft); Pierpoint Retail Park (66,234 sq ft); and Campbells Meadow Retail Park (53,025 sq ft). Furthermore, the redevelopment of the Vancouver Centre added 400,000 sq ft of new space.

In 2002, King's Lynn had a vacancy rate of 11.0 percent, compared to a 6.6 percent average for PROMIS centres, 2.4 percent in Cambridge and 5.1 percent in Norwich[1]. .

The existing property stock is generally in good condition – for example many of the properties in the historic centre are conversions, although agents identified some property of a lesser quality at the bottom end of the High Street.

Prime rents in King's Lynn have been relatively consistent over a 10 year period, varying only by around 2 percent each year over this period (PMA/FOCUS8). Agents estimated high quality, prime rents in King's Lynn at £85 per sq ft for Zone A. However, rents for retail property are polarised within the town centre reducing to £25 per sq ft for some secondary, lower quality outlets. Rents in King's Lynn are lower than the average for the PROMIS centres, and are significantly lower than those achieved in Norwich, Peterborough and Cambridge, where the prime pitch achieves around £100-£120 per sq ft (ITZA) more.

3.3.3 Office

Demand tends to be local, mainly from companies in the service sector. Companies wishing to locate in the East of England are far more likely to choose the established office centres of Cambridge, Norwich and Peterborough. There is an obvious lack of demand for offices in King's Lynn; for example there were no national or regional level registered requirements for office space in this locality. However, agents note that completion of the town centre (namely the Vancouver Centre) should raise the profile of the town and may improve the office market.

Existing stock consists largely of 1960s and 1970s developments with a few purpose built premises that were often developed on industrial estates. There is limited office provision in the town centre, much of which forms part of building conversions. Higher quality office business space is largely restricted to the North Lynn Business Village. Overall, the

[1] Figures based on King's Lynn and West Norfolk Borough Council Planning Department survey update, April 2002 and PROMIS, 2004.

supply of office accommodation is mainly for relatively small businesses, with the majority of premises being around 3,000 sq ft in size.

Availability of office space is high in King's Lynn. It is also high in the other regional office centres but it is likely that any major occupiers looking for space in the region would turn to these more established centres first.

On average, since 2001, there has been one planning application a year to develop office space. However, NORA (Nar Ouse Regeneration Area) Project, a Millennium Community mixed-use scheme, includes plans for 15 ha of employment land in the form of a high quality business park which is anticipated to provide well designed B1a (office) space plus further development of B1a (office) and B1b (research and development) as part of an extension to the existing Horsleys Field Industrial Estate.

Current office values in the King's Lynn area are stable though remaining lower than other areas in the region at around £8 per sq ft for premium office property and around £3.50 per sq ft for less desirable office space.

3.3.4 Industrial/Warehousing

King's Lynn has a problem attracting occupiers to its industrial space. Current occupiers are almost exclusively local businesses as other businesses looking to locate in the East of England would tend to see Cambridge, Norwich or Peterborough as more attractive alternatives.

Availability of industrial space across the East of England has been gradually increasing and as King's Lynn is very much over-shadowed as a regional industrial centre by the larger markets of Cambridge, Norwich, Huntingdon and Peterborough, it now has an over-supply of space.

There are six main industrial estates in King's Lynn: Hardwick; Saddlebow; Hardwick Narrows; Riverside; North Lynn; Horsleys Fields; and Austin Fields which have a noticeable focus towards more traditional industries and a specific focus on food related sectors.

Existing stock is in reasonable condition but has not been extensively redeveloped since its original build. However, there is a significant amount of industrial floorspace with planning permission across the region. This includes an allocation of 15ha of employment land In King's Lynn. The Nar Riverside Business Park and an extension to the existing Horsleys Fields Industrial Estate which includes scope for new B1c (light industrial) and B8 (warehousing and distribution) development at the rear.

Rental growth in Norfolk has been following national trends with positive growth. Values for industrial and shed accommodation in King's Lynn are generally in the region of £2 - £4 per sq ft. There has been some business specific development of industrial units in the North Lynn which achieve the highest values of around £4 per sq ft. For comparison, top rental values in the region range from around £4.50 per sq ft in Peterborough to around £7 per sq ft in Cambridge. King's Lynn has recently seen the sale of two major factories and one of the industrial units of 100,000 sq ft was sold for £3.25 million.

4.0 Economic Development and Marina Developments

4.1 Introduction

Surprisingly little empirical research has been performed to date on the economic impact arising from marina developments in the UK. Nevertheless, this section aims to identify relevant ex ante and ex post studies that have been conducted to date.

4.2 Ex Ante Economic Impact Studies

4.2.1 INTERREG II C: Marinas and Yacht Harbours in the Lower North Sea (MAYA) Project

The INTERREG II C project Maya 'Marina and Yacht Harbours in the Lower North Sea' is a 24 month transnational project co-financed by the European Commission[1]. The project aims to develop an integrated spatial and socio-economic vision for the development of water sports and the identification of spatial and economic impacts of the creation of marinas. According to the study, the development of a marina can maximise the opportunities for the local community and surrounding area if it is effectively integrated as part of a wider scheme.

A case study was carried out of seven pilot projects in the UK, Ireland, France, the Netherlands and Belgium. Below are some of the project findings:

- There are large employment opportunities to be reaped from the construction of marinas (although of a short term nature), but also from various services rendered in the long-term (sales, maintenance of the boats)
- On completion, the marina development will generate an average revenue of between €1,000 – €3,000 per berth. 1 to 1.5 jobs will be directly supported by every 100 berths, with a further 4.5 – 10 jobs created per 100 berths within supporting industries[2])
- Operational costs spent locally will range from €500 – €1,000 per berth.
- Tourists are attracted by the shops and restaurants at the marina but are also drawn by the water-sports activities - spending by visitors and those living in residential developments linked to the marina ranges from €51 - €95 per day.

The study also highlights some mechanisms through which indirect income is linked to the presence of a marina through:

[1] Working group Project Summary, INTERREG II C Programme (www.maya-net.org/index.php?url=/maya1/summary/.
[2] Include employment in companies providing goods and services to boat owners such as boat repairs, insurance, chandelry.

- *Acting as a local tourist attraction pole*: Marinas are often located in tourist regions and help to attract tourists who are present there. In addition, marinas are often centres around which entire networks of hotels, restaurants and businesses have developed, all adds to the appeal of the site. Therefore, the marina is a major asset for tourism in these regions. Its presence leads to increase in spending by non-boating visitors and helps to develop the tourist potential of the locality.
- *The marina as an instrument for improving the local quality of life*: The development and expansion of a marina in an urban environment often enhances the attractiveness of a locality. If taken forward as a mixed development, it can improve the financial feasibility of a marina scheme. Additional outcomes include: increase in land prices at the site and surrounding areas, an increase in the value of houses, an increase in the value of commercial centres, the development of suitable housing projects and the development of office and retail space.
- *The marina as a centre for employment*: In addition to the direct employment supported by the marina, the operation of a marina gives rise to direct employment in the maritime industries, in trade and in services directly linked to this operation.

4.2.2 CES (2000) Colne Estuary Leisure Boating Study

The Colne Estuary study is one of the seven pilot projects of the above EC funded 'MAYA' project. The study conducted a market analysis of the leisure boating sector in order to consider the economic impact of marinas. The study identifies seven sources of marina income (figures based on a range of assumptions and a 450 berth marina):

- Berthing income from permanent boat owners provides the most significant element of marina income (approximately £473,000 per annum or £1,000 per berth).

- Berthing income could also be generated from visiting boats (£74,496 per annum based on 5,820 visiting boats).

- All boats require insurance cover and it is assumed that roughly half of all boats in a marina are insured through a marina-based agency which charges a 10% commission (commission of approximately £10,125 per annum).

- Brokerage commission; assuming the brokerage is owned directly or indirectly by the marina company (commission of approximately £21,600 per annum).

- The study also draws on a longitudinal survey (developed by Edwards, 1985) to track the expenditure patterns generated by marina boat owners. It provides estimated expenditures for service/repair costs; chandlery; petrol; diesel; food; and drink[1] (total income of £832,272 generated for the local economy).

- Visitors also spend monies on purchasing fuel, own food, eating out and entertainment, etc (approximately £145,500 per annum).

- Boat owners spend money on utilities such as gas, electricity, water, telephone, showers and laundry (approximately £25,200 per annum).

The aggregation of the above subtotals provides an overall total income of £1,58m. Income will also be generated through Council tax; for example, the Maritime Quarter in Swansea contributed 1.23% of the City's total taxation income prior to redevelopment in 1974, but by 1986 this had increased to 2.89%.

The study also highlights the ability of marinas in attracting non-boating visitors to a locality as being an important element of the economic impacts.

4.3 Ex Post Economic Impact Studies

4.3.1 University of Glamorgan and Enlli Associates (2005) Hafan Pwllheli Economic Impact Evaluation

This study is an ex post evaluation (using an input-output model) of the economic impact generated by the Pwlheli marina, which comprises over 400 pontoon berths, on the local economy. An original economic impact study of the Hafan, conducted in 2002[2], concluded that the marina generated £17.7 million of expenditure from berth owners, visiting boats, events and grants[3] and the present study calculated that the minimum direct income generated from the marina within the region in 2005 was £19 million. The majority of this is generated from berth owners, although income is also derived from sailing events (£1.3m) and visiting boats (£0.4m).[4] The study found that £18.8 million is received by local businesses annually, with the marina business as the main benefactor (£9.3m), and that the marina generates an additional £2.7m indirectly into the local economy through multiplier impacts.[5]

[1] Personal surveys, cited in Colne Estuary Leisure Boating Study (2000); based on 1995 figures. NB: excludes indirect and induced multipliers.
[2] Newidiem (2002), Marina Impact Study.
[3] This excluded an estimated £8.3 million lost through leakage outside the local economy.
[4] Nevertheless, the study points out that if all leakages were spent locally, the total income would increase by a further £8.9 million - the 2002 estimation of leakage, £8.3 million plus inflationary changes.
[5] Note that leakages also imply multiplier impacts elsewhere, including within the Welsh economy.

The number of direct FTE jobs supported by the Hafan marina in 2005 was estimated at 231, in addition to 35 indirect FTE jobs. However, the study estimates that during 2002 - 2005 a maximum of 18 additional jobs may have been created as a result of the revenue generated by the marina (not taking into account economies of scale).

The study also points to the role of the marina as a catalyst for economic development in general. It highlights the potential of the marina to boost the leisure / visitor sector and to attract marine businesses that provide facilities and services to boat owners.

4.3.2 Thanet District Council (1982) The Thanet survey[1]

In a paper to the joint RTPI/NYHA conference 'Planning Together' held in Poole in 1982, the economic benefits of the development of Ramsgate Marina were identified as:

- Increased trade and prosperity to shops, pubs, restaurants and to associated marina developments; with direct marina job creation of 20 staff and a ‘knock on’ effect of 150 jobs; and,
- Increased spending locally through new jobs, resident boat owners and families and from visiting boat owners, estimated to bring in circa £1.0 million per annum.

4.4 Summary

The evidence supports the view that marinas provide significant economic impacts to their local areas. They support jobs directly, and indirectly, either through multiplier effects or through their ability to act as a cluster for other businesses, particularly marine businesses offering facilities and services to boat owners. There is also scope to attract boat builders and other manufacturing firms supplying the marine industry.

In addition marinas can also have a catalytic effect on the general economy by boosting the tourism and leisure industry. A well designed development can also serve to re-invigorate local town centres and serve as an attractor for other business not connected with the leisure / marine industry.

[1] Cited by University of Glamorgann and Enlli Associates (2005) Hafan Pwllheli Economic Impact Evaluation

5.0 The Potential Demand for Marina Facilities and Employment Land at Boal Quay

This section reviews the marina feasibility study undertaken by the Babtie Group (2000) and the Boal Quay market appraisal undertaken by DTZ Pieda (2004), identifying the implications for the options developed as part of the Masterplan. The chapter concludes by presenting some key lessons from the three marina case studies conducted as part of this study.

5.1 DTZ Pieda (2004) Boal Quay, King's Lynn Draft Development and Market Appraisal findings

The DTZ study assessed the viability of the proposed marina and property development at Boal Quay and Blubber House Creek. The study's analysis of the boating market revealed a concentration of marinas along the south east coast (largely due to the popularity of the sailing areas and proximity to the coast of continental Europe). These marinas were found to command very high rents per berth (such as Brighton, Southampton and Bournemouth), although the study notes that the more fringe marinas in the East of England are showing signs of closing the gap.

Although the study notes that '…*the marina market is just about saturated with little room for expansion, especially within the traditionally strong sailing locations of the south east*' (p. 15), the study also identifies Boal Quay in King's Lynn as offering the potential to satisfy 'pent up demand' (however, no evidence is put forward to substantiate this).

The study recommended that the success (or otherwise) of the Lowestoft marina is followed closely as it provides 'an excellent comparable new marina' indicative of how a new marina at Boal Quay might fare. The case study evidence shows Lowestoft to be relatively successful, having experienced steady growth in occupancy levels (around 70 percent of a 140 berth marina) since opening two years ago, with visitors coming from all over the UK and abroad. Findings from the consultations suggest this has been achieved despite insufficient marketing of the marina.

The DTZ research also indicates that to compete with marinas situated in the south and to bring additional sea and canal traffic to King's Lynn, significant public relations and marketing activity would be necessary to alter perceptions of the northwest Norfolk region.

The need for marketing and public relations activity is clear; however, the study's emphasis on competition is at odds with both the Babtie study (see below) and our preliminary research, which neither finds the market saturated nor identifies nearby marinas as competition. Conversely, our research finds that to some extent, the more marinas there are in the area the better as more boats will be drawn in, while the Babtie study recommends marinas along the Wash pool resources and engage in collaborative marketing campaigns to increase boating numbers.

5.2 Babtie Group (2000) Marina at Friar's Fleet, King's Lynn Feasibility Study – Stage 1 Report findings

This study investigated the feasibility of the provision of a marina or alternative water feature at Friar's Fleet, King's Lynn. The key findings regarding the boating market are reported below.

The feasibility study stated that, at the time of writing, leisure boats made little use of King's Lynn. The study divides leisure boat users into three different types:

- Sea going vessels that arrived at King's Lynn from the Wash – but facilities are limited, as is accessibility (6 to 7 knot tidal currents at certain times and a large tidal range);
- Sea going craft that are berthed in the Fens – however, the river to the south of King's Lynn suffers from siltation problems making navigation difficult; and,
- Inland waterway boats on the River Great Ouse – the majority of which are unsuitable for passage, being underpowered for the tidal conditions.

The study identified a number of misconceptions about the area, in particular inaccessibility - Great Yarmouth and Hull are considered the nearest ports - and a general lack of awareness (with no visible marketing of the area as a marine leisure destination). The study suggests that users could potentially be tempted away from nearby marinas if Boal Quay marina is made accessible, allows access to good sailing areas, is secure, situated in an attractive environment, is of high quality and offers excellent facilities.

The study revealed the following likely sources of demand for a marina at King's Lynn:

- *Sea going leisure craft currently on the inlands waterways* – the study identified a number of sea going boats (mainly power boats) which annually make their passage to the sea via the Wash. These boats may consider moving to a new marina at King's Lynn to take advantage of the ready accessibility to the sea (without a two hour passage from Denver along a stretch of tidal river). It was also noted that there was a 35 strong waiting list at the time of writing for moorings at Denver Lock. The proposed marina may also attract boats from Wisbech and Boston, for example during winter months, if better facilities were made available. In addition, a potential market was identified along the River Trent, particularly around Newark and Farndon, where 60-70 sea going boats were identified as capable of handling open sea conditions and the most significant concentration of boats in an inland waterway location on the River Ouse.

- *Leisure craft based at existing coastal facilities* – there is a large resident base of boats berthed the length of the East Coast which regularly travel both to the north and south of King's Lynn. Many of the skippers canvassed welcomed the opportunity to have another 'bolt hole' on the coast and there were positive signs that visiting European vessels would find the Wash an attractive challenge.
- *New boat acquisitions in the King's Lynn area* – the study states that the proximity of good facilities in King's Lynn will encourage greater boat ownership in the town and surrounding area.
- *The King's Lynn Fishing Fleet* – there are approximately 40 fishing boats, which technically operate from King's Lynn. They currently have to travel to Lowestoft, Grimsby or Hull for maintenance and repair (taking an average at least 4 days out of boat availability). There is therefore a good case to be made to provide enhanced local facilities (including a powerful hoist). Furthermore, it is noted that the interaction with fishing boats in the locality will boost the area's attraction to tourists.

The feasibility study concluded that a sufficient number of sea going vessels were currently berthed within the inland waterway network and along the east coast, with a suitably sized population based within a 100 minute travel time of King's Lynn by road, to suggest that 100 permanent berth holders could be attracted to use a marina in the area. The study did not, however, find evidence to suggest that the proposed marina could attract in excess of 200 permanent berth holders.

5.3 Key Lessons from Case Studies

The following key lessons emerged from research on three marina case studies of Watchet (Somerset), Maryport (Cumbria) and Lowestoft (Suffolk):

- Importance of local support and consultation;
- Implications of high ongoing dredging costs – this is also stressed in the Babtie study (2004), given the siltation problems - 'The risks to operational viability are significant';
- Ensure pontoon configuration is relevant to demand and future demand (and the hoist facilities);
- Gates and accessibility – costs of supporting staff to operate marina gate. This was also stressed in the Babtie study (2004) with 6 to 7 knot tidal currents at certain times and a

large tidal range. 'Until improved support facilities are provided the number of visiting boats [to King's Lynn] will not increase';

- Number of berths is important for profitability and long-term feasibility of a marina – it is important that there is room for future expansion to generate economies of scale;
- Marinas need suitable land facilities to attract boats - electricity to all berths is important, dry berthing, crane, chandlery, repair yard. etc;
- Security – an important issue for berth holders;
- Key competitors are not other marinas as much as other leisure activities, such as golf, reinforcing the potential gains from marinas pooling resources and engaging in collaborative marketing campaigns ('the more marinas there are in the area the better as more boats will be drawn in');
- A3 and other development can also provide additional facilities to local residents, again important for ensuring viability;
- Long term berthing is more profitable than having a large number of visitors (as the administrative and personnel costs are considerably higher); and
- Need to maximise number of shops and services to capture spend.

5.4 Implications for the Marina Options

Neither of the above studies provide hard evidence of any major demand for the marina and both lack an evidence base for the assertions that are put forward (this is at least acknowledged in the Babtie study).

In assessing the viability of the proposed marina and property development at Boal Quay and Blubber House Creek, the DTZ study (2004) made a broad range of assumptions about the development. These emerge as largely overoptimistic, for example: all development (retail, residential etc) will be sold off the plan and settle in the following 6 months after the completion; private homes will be sold at a rate of 4 sales per month (the study does not say how a predominantly low wage economy will be able to support high value residential sales at this rate); 4 year period for the construction to allow for design and planning process, site acquisition and any abnormals (this is estimated without conducting a site investigation).

Other assumptions made are unrealistic, for example the study assumes that the project will not be delayed by Council or planning processes – however evidence from the case studies show that this might not be realistic as the development will have to adhere to the planning process, although Boal Quay does have the full support of the Council in its favour. In addition, the study assumes that as few as 100 berths would be required to create a viable marina, however no supporting rationale is put forward - this is taken as given (from the Babtie study). Findings from the consultations indicate that marina developers and operators will typically look for 200-300 berths[1] supported by a full range of facilities (and 2 million 'chimney pots' within a two hour drive).

The DTZ study does not take into consideration many other issues, such as ongoing dredging costs, accessibility difficulties, scope for synergy with the fishing industry (which would also benefit from provision of boat repair/maintenance facility), etc.

The DTZ's market appraisal supports a mixed use development (including approximately 290 residential dwellings and a 110-bedroom hotel) with provision for a 100-berth marina.

From a marketing perspective, the Babtie study (2004) recommended the following facilities are provided in the marina planning: marina office, showers/toilets, laundrette, water and power at berths, fuel, slipway for smaller boats, chandlery, waste disposal and boat lift. The provision of small meeting facilities was also recommended (which could be used for training, sailing courses, youth groups, etc).

The review of these two studies in conjunction with the evidence from the case studies and consultation highlights a number of issues that are relevant to the marina development:

- Both the DTZ and Babtie studies argue that there is sufficient demand to support a 100 berth marina. The Babtie study (2000) did not find evidence to suggest that the proposed marina could attract in excess of 200 permanent berth holders. However, evidence from the consultations indicates that there would be sufficient demand to support a larger marina. As the number of berths is an important consideration for the long-term feasibility of the marina, this implies that the development will need to strike a balance between the number of berths and the demands for land for other uses.

- Restaurants/bars (A3 use) – the DTZ study points to a deficiency in the presence of mid-market A3 players. With the exception of pubs, King's Lynn is reported to have a notable lack of cafes, restaurants and bars. 'Development of this nature around Boal Quay will help activate King's Lynn town centre after working hours'.

- The provision of small retail units – the DTZ study argues that interest from retailers is growing and identifies a market in Boal Quay for specialist boutique type (independent) retail stores. The findings from the property market context suggest a high demand for small units near the town centre. Overall the evidence supports the provision of small retail units in the development. Importantly, this will help capture the spend of boating and other visitors.

[1] There is a catchment population of approximately 1.4 million people within 45 miles (most within one hours drive) of King's Lynn.

- High end residential apartment/town houses – DTZ's market appraisal supports the inclusion of residential developments on the basis that such a high quality waterfront and riverside site does not currently exist in the town and would add a new dimension to the local housing market. However, an enabled site with high quality infrastructure and amenities would need to be provided to appeal to the wider development market. This has an added advantage that it improves the financial feasibility of the scheme with the additional advantage that it would meet demand for this type of housing as identified in the property market context.

- The creation of an outward facing marina and a non-tidal navigable waterway along the River Nar - the study states that the Boal Quay marina would need to service both inland and seafaring craft. Leisure based seafaring vessels could access the Boal Quay marina for up to 16 hours a day in the varying tides and would require more skilful navigation due to the challenging nature of sailing conditions associated with the Wash and Great Ouse (inland craft would have 24 hour access).

- Hotel – the DTZ study does not support the development of a hotel. Citing the town's lack of *'draw card'*. If the development were to go ahead, it would need to be positioned at the budget to mid market range and may also require the land to be gifted to the operator/developer or a deferred land payment arranged.

- The DTZ study puts forward local planning policy support (the Local Plan and Supplementary Planning Guidance) and Council support. As our case study research shows – this is imperative.

6.0 Boating Use and Impacts

6.1 Introduction

This section briefly reviews the key characteristic of the boating sector in the UK, before assessing the impact of the marina development on boating visitors and employment as well as the impact of the associated commercial development on employment.

6.2 The Boating Market

The following section highlights key trends in the boating market, a core source of revenue for marina sites. Boating demand by type and frequency of participation are discussed, followed by a summary of the socio economic profile of boaters. Finally the section explores distances travelled to mooring sites and factors affecting mooring charges.

6.2.1 Demand for Boating

The British Marine Federation (BMF) has attempted to capture participation in marine leisure pursuits through an annual survey. The Watersports and Leisure Participation Survey 2006[1] estimates that across the UK 3.5m people aged 16 and over participate in leisure boating, equivalent to 7.2 percent of the population taking part in some form of boating activity. This represents a slight decline over recent years, with the 2002 participation rate being just over 8 percent.

Estimates of boating participation for the Greater South East, defined as the East of England, the South East and London, indicate that on average boating pursuits are slightly more popular in the South East's regions than at the national level (Table 6.1).

[1] Source Watersports and Leisure Participation 2006. BMF, MCA and RYA, sponsored by Sunsail.

Table 6.1 Participation in Boating Activities, Greater South East and the UK (%)

Boating Pursuit	Greater South East	Total UK
Any boating activity	8.11	7.25
Canoeing	2.14	2.21
Water skiing	0.71	0.67
Small sail boating	1.40	1.09
Rowing	1.06	0.92
Windsurfing	0.69	0.54
Using personal watercraft	0.67	0.57
Motor boating / Cruising	1.66	1.19
Yacht cruising	1.00	0.68
Power boating	0.87	0.59
Small sail boating	0.66	0.39
Canal boating	0.87	0.80
Yacht racing	0.40	0.23

Source: Watersports and Leisure Participation Survey 2006

Frequency of participation is an issue assessed through the Watersports and Leisure Participation Survey. Frequency is measured by the average number of times people participate in the activity in a 12 month period. Broadly three types of participation exist:

- Continuous cruisers – a small proportion of boat owners using the waterways all or most of the year;
- Weekend or day-trip boaters; and,
- Once or twice a year holiday boaters.

Whilst results in Table 6.2 may be strongly influenced by the hire market, the data indicate that the majority of those involved in boating pursuits only participate once a year.

Table 6.2 Frequency of Participation in Boating Activities in the UK

Boating Pursuit	Once	2 – 5 times	6 – 12 times	13 – 25 times	More than 25 times	Never	Average Annual Participation 2005	Average Annual Participation 2003
Canoeing	34.8	32.3	8.4	0.4	7.6	16.4	5.7	3.6
Water skiing	21.2	26.8	8.2	0.7	8.1	35.0	5.7	3.4
Small sail boating	31.3	27.9	14.9	4.6	5.1	16.1	5.1	5.2
Rowing	41.5	32.6	6.1	3.0	7.1	9.7	9.6	5.7
Windsurfing	16.2	34.7	12.1	2.3	7.3	27.4	5.3	3.4
Using personal watercraft	20.6	21.4	5.1	6.9	4.6	41.3	4.1	3.8
Motor boating / Cruising	29.6	24.0	8.4	1.9	5.6	30.5	4.5	4.1
Yacht cruising	33.0	17.4	12.4	5.2	2.9	29.0	3.9	2.6
Power boating	32.7	21.9	8.3	4.6	4.1	28.4	5.1	5.7
Small sail boating	28.0	21.4	9.0	3.1	16.7	21.8	2.3	2.3
Canal boating	59.8	31.6	0	2.3	0	6.3	2.3	2.3
Yacht racing	11.6	30.7	33.9	3.0	7.9	12.9	8.8	7.6

Source: Watersports and Leisure Participation Survey 2005

6.2.2 Profile of Boaters

Participation in boating activities is highest for the 16- 34 year old age group, with canoeing, rowing and small boat sailing proving most popular in this age range. Participation by 35-54 year olds is also high, particularly in rowing and motor boat cruising.

Table 6.3 Participation in Boating Activities by Age Group (UK)

Boating Pursuit	16-34	35-54	55+	Total UK
Any boating activity	11.44	7.01	2.74	6.85
Canoeing	4.32	1.90	0.37	2.09
Water skiing	1.59	0.79	0.05	0.77
Small sail boating	1.67	1.01	0.78	1.12
Rowing	1.91	0.97	0.21	0.99
Windsurfing	1.15	0.63	0.03	0.58
Using personal watercraft	1.51	0.82	0.12	0.78
Motor boating / Cruising	1.52	1.56	0.51	1.19
Yacht cruising	0.60	0.82	0.54	0.66
Power boating	1.25	0.82	0.27	0.76
Small sail boating	0.57	0.23	0.15	0.30
Canal boating	0.63	0.45	0.57	0.54
Yacht racing	0.12	0.26	0.11	0.17

Source: Watersports and Leisure Participation Survey 2005

An analysis of watersports participation by social class indicates that those in the upper middle and middle class are more likely to take part in boating pursuits than any other social group. Around 12 percent of individuals from this group participate in boating activities, with canoeing, motor boat cruising and yacht cruising proving most popular. Those from the lower middle class also show relatively high participation levels in boating activities, giving preference to canoeing, small sail boating and water skiing.

Table 6.4 Participation in Boating Activities by Social Class (UK)

Boating Pursuit	AB (Upper middle / middle class)	C1 (Lower middle class)	C2DE (Working class / retired)	Total UK
Any boating activity	11.68	9.22	3.76	6.85
Canoeing	3.43	2.77	1.21	2.09
Water skiing	1.05	1.32	0.36	0.77
Small sail boating	2.21	1.47	0.53	1.12
Rowing	1.81	1.19	0.57	0.99
Windsurfing	1.20	0.87	0.19	0.58
Using personal watercraft	1.19	1.19	0.41	0.78
Motor boating / Cruising	2.17	0.45	0.68	1.19
Yacht cruising	2.01	0.72	0.13	0.66
Power boating	1.09	1.07	0.46	0.76
Small sail boating	0.58	0.45	0.12	0.30
Canal boating	0.99	0.65	0.32	0.54
Yacht racing	0.48	0.19	0.05	0.17

Source: Watersports and Leisure Participation Survey 2005

6.2.3 Moorings

An audit of Marinas and Moorings in 2003/4 carried out by the British Marine Federation estimated that 926 mooring providers were active in the UK and there were in the region of 75,000 moorings in the UK in total. No comparable survey has been carried out against which time-series comparisons can be drawn.

A survey of boat owners commissioned by British Waterways in 2005 showed that 33.2% of boats were moored within 10 miles of the owners' home. This group is likely to be occasional or weekend boaters who are unlikely to wish to move to more distant moorings. However, there are a number of boaters – 27.3% – who live more than 50 miles away from the mooring site (Table 6.5).

Table 6.5 Distance Travelled to Moorings

Distance travelled	Percentage
Under 5 miles	20.8
6-10 miles	12.4
11-15 miles	10.1
16-20 miles	7.4
21-30 miles	9.9
31-40 miles	7.0
41-50 miles	4.9
51-100 miles	14.5
101-150 miles	8.3
151-200 miles	2.7
Over 200 miles	1.8

Source: British Waterways Boat Owners Survey 2005

Mooring fees tend to be market determined. Their cost depends on a range of factors such as length of mooring, security, quality of facilities, location etc. Private marina charges tend to be slightly more expensive and depend on the facilities available and the waterway on which the mooring is located. The most prominent form of mooring is on a marina/pontoon, making up 52.3% of the total. Some 62.3% of moorings are operated by private enterprises[1] According to the audit of Marinas and Moorings in 2003/04, the cost of moorings appears to be rising on most of the UK's waterways.

6.3 Impact of the Marina on the Boating Visitor Numbers

The review of the market analysis outlined in section 5 above indicates that demand for moorings is quite strong. The review of national evidence supports this conclusion. Additional evidence from the consultations points to rising demand at the UK level as well as at the local and regional levels (See Annex Two for more details). The consultations found that:

- Nationally boating demand was reported as strong, with demand for moorings on the increase, although actual participation was flat rather than rising. The consensus was that there was a general shortage of boating facilities in the UK relative to demand. It

[1] Source: British Marine Federation

was also felt by some that boating demand was partly facility led and that '…If the facilities are provided, people will come and from a surprisingly long distance.'

- Geographically, boating pursuits were reported as slightly more popular for recreational boating in the South and Eastern regions than at the national level, with the east coast second only to the Solent area. In terms of more local demand, the interviewees reported a distinct lack of berthing space. Demand was also reported as high in the inland waterways. '…the BMF Audit provides evidence of untapped demand and waiting lists for berths in these areas.' Lowestoft and Ipswich were cited as examples of nearby marinas that had filled up rapidly after they opened, the Wisbech marina was cited as running at full capacity and Fosdyke, which recently put in a few pontoon berths, was now holding 75/80 berths.

- Regarding King's Lynn itself, BMF's latest (Dec 2005) survey revealed that 85% of respondents would like to visit the King's Lynn via the relief channel (Nar link) if a safe route was provided. It was noted that there was particular demand for 'safe' berths, where there are no tidal effects, particularly in the winter.

- Long term berth holders were identified as the core demand, but also some overnight visitors (less so day trippers). Other sources of demand included inland waterways – GOBA in particular were very keen to have somewhere in King's Lynn where boaters can extend their stay – currently the only local options are Eely and Denver. Demand was therefore identified as largely domestic, including a significant boating community around the Norfolk coast, although some demand was identified as originating from overseas, in particular Holland, Germany and Belgium.

6.4 The Potential Impact of a Marina Development

It therefore appears reasonable to assume that there is sufficient demand to accommodate the planned mooring capacity at Boal Quay.

6.4.1 Construction Employment (Short Term)

The construction of the Marina will generate jobs for construction workers in the short-term. A reasonable assumption is that every £100,000 of construction expenditure sustains one construction job for one year. In addition, we have assumed:

- Although the construction contract is likely to be awarded to a national operator with marina expertise, the operator will sub-contract some elements to local construction firms. We have assumed that 10 per cent of local construction activity will be displaced.

- Whilst the construction contract is likely to be awarded to a national operator, but the majority of employment contracts will go to local labour. We have assumed leakage rates of 30 per cent at the local level.

- We have applied multiplier effects of 1.36 at the local level based on English Partnerships standard multipliers for the recreational sector.

Using these assumptions we estimate that Option 1, will generate 33 construction years of employment locally, and Options 2 and 3 will generate 103 and 107 construction years respectively. Once displacement, leakage, and multiplier effects are taken into account, we estimate that the Marina construction will generate fewer net local jobs, 28 under Option 1, 88 under Option 2 and 91 under Option 3. This is primarily due to the high anticipated leakage effects.

Table 6.6 Marina Construction Employment Impacts

	Option 1	Option 2	Option 3
Cost of Marina Element (£ms)	3.27	10.33	10.66
Gross Employment (Construction Years)	33	103	107
Net Employment Impacts (Construction Years)	28	88	91

6.4.2 Direct Marina Employment Impacts

Once the Marina has been constructed, it will require workers to operate and maintain the facility. Gross employment was estimated by assuming that 100 berths support three posts. In addition, we have made a number of assumptions to estimate the direct impacts including:

- As there are no marinas in King's Lynn, we have assumed that there is no displacement at the local level; however, we have assumed displacement at the regional level. The case studies revealed that an average of 58 percent of demand was from the local area, additionally evidence from the British Waterways Survey shows that 51 percent of boat owners travel twenty miles to their moorings and 87 percent of owners travel 100 miles or less supports these findings. It would be unrealistic however to assume that all this demand would be displacement from other marina as a proportion would include latent demand from within the region and/or would generate additional demand from outside the region. In overall terms, we have assumed that 60 percent of demand is displacement from the region.

- Given the nature of the jobs involved in operating a marina, we have assumed that those employed by the marina will be from the local labour force and that there will be no leakage of benefits from outside the local area or region.
- We have applied multipliers of 1.36 at the local level and 1.56 for the region based on English Partnerships standard multipliers for the recreational sector[1].

Using these assumptions, a 90 berth marina (option 1) would generate 4 jobs at the local level and 2 at the regional level, whereas a 250 berth marina (options 2 and 3) would generate 10 jobs are the local level and 5 at the regional level (Table 6.7).

Table 6.7 Direct Marina Employment

	Local impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Direct marina employment (including multiplier effects)	4	10	10	2	5	5

6.4.3 Indirect Marina Employment Impacts

In addition to the direct jobs, the marina is also likely to support employment in other ways: through the purchase of local good and services directly related to boats such as boat repair and maintenance, boat insurance, chandlery, as well as the expenditure of boating visitors on food and drink and other non-boat related expenditure.

To estimate these impacts, we have used a version of a model developed by British Waterways. The model has been developed over the last decade and applied to a number of different canal and waterway projects to test its validity. There are a number of elements within the model:

- Estimates are made of the number of marina users, broken down by type (permanent, visitors, commercial, etc.) At the regional level, it is also important to take account of additionality since some visits to the marina would have been made regardless of the development of the marina in King's Lynn. We have used the following assumption:
  - ► The marina achieves an occupancy rate of 95 percent. This is based on the findings from the case studies and is also supported by the evidence from the consultations;
  - ► The 90 berth option will support one trip boat whereas the 250 berth option will support two trip boats; and,
  - ► 10 percent of berths are allocated to visiting boats – again this is based on the evidence from the case studies – we have additionally assumed that there is provision for two boats at each of the visiting berths - one of which will hold a visiting

[1] Additionality Guide, English Partnerships.

boat and the other will hold either a hire or a day boats (it is assumed that these are allocated equally across the two types).

- Having calculated the number of additional visitors to the marina, it is necessary to establish their associated expenditure in terms of annual running and boat purchase costs (excluding mooring costs, as employment generated by this expenditure is covered by direct Marina employment).
- Survey evidence suggests that boat purchase costs are £22,200, average annual running costs are £1,570, and the average length of boat ownership is 6.5 years[1]. Under options 1 and 3, which do not make provision for a boat repair yard, we assume that maintenance expenditure of boats moored in the Marina is spent outside of the local area. Under option 2, which provides a boat repair yard, we assume that the all maintenance expenditure is spent at the local boat repair yard.
- We have assumed that there is no displacement at local level but that it is 60 percent at the regional level. We have assumed leakage rates of 20 percent at the local level and 10 percent at the regional level. As before, we have used the standard multipliers for the recreational sector.

Table 6.8 shows the total expenditure associated with private boating and the impact of this once displacement and multiplier effects are taken into account. The total direct, indirect and induced spend associated with boat users locally is estimated at £286,000 under option 1, £1,160,000 under option 2 and £794,000 under option 3. This falls significantly at regional level due to the large displacement effects.

[1] British Waterways / Environment Agency 1997 updated to 2005 prices using the CPI, and 2005 Boat Ownership Survey, British Waterways

Table 6.8 Direct, Indirect and Induced Expenditure (£000s per annum), Private Boating

	Local Impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Number of Private Moored Boats	77	214	214	-	-	-
Total Running Costs (£000s)	-	336	-	-	-	-
Total Boat Purchase Costs (£000s)	263	730	730	-	-	-
Total Boating Costs (£000s)	**263**	**1,066**	**730**	**-**	**-**	**-**
Total Boating Expenditure (after displacement, leakage and multiplier effects)	**286**	**1,160**	**794**	**49**	**200**	**137**

The Marina will attract visiting boater spend through a number of other avenues including the local spending of moored and visiting boaters on non-boating activities, and the spending of those using hire and day boats.

We have assumed:

- 6 non-cruising visits (1.5 days per visit) and 27 cruising days per private moored boat following evidence from the British Waterways Log Book 1993. Boat occupancy is assumed to be 2 on non-cruising visits and 3 on cruising visits. Subsistence spend is assumed to be £13.04 per day (Inland Waterways Day Visit Survey 2005).

- Berths for visiting boats are assumed to be 95 percent occupied throughout the year. 80 percent of visiting boats are assumed to be private boats, and 20 percent assumed to be hire boats. Occupancy is assumed to be 3 persons per boat on private boats, with subsistence spending of £8.94 per day, and 4.1 per boat on hire boats with spending of £13.08 per day.

- Hire boats and day boats are assumed to be occupied over a 23 week season, in use 7 days and 5 days respectively. The hire cost for hire boats (over a 7 day period) is assumed to be £748, and hire cost of day boats is assumed to be £51.48. Occupancy rates on both types of boats are assumed to be 4.1 persons per boat. Subsistence spending per person is assumed to be £13.08 per day on hire boats and £9.16 per day on day boats.

- We have assumed that there is no displacement at local level but that it is 60 percent at the regional level. We have assumed leakage rates of 20 percent at the local level and 10 percent at the regional level. As before, we have used the standard multipliers for the recreational sector.

Table 6.9 Expenditure – Boating Visitor Spending

	Option 1	Option 2	Option 3
Expenditure by Private Boaters (£000s)	99	275	275
Expenditure by Visiting Boaters (£000s)	103	275	275
Expenditure by Hire Boat Users (£000s)	129	336	336
Expenditure by Day Boat Users (£000s)	51	133	133
Total Gross Expenditure (£000s)	**382**	**1,019**	**1,019**
Net Local Expenditure (after displacement, leakage, and multiplier effects)	**422**	**1,125**	**1,125**
Net Regional Expenditure (after displacement, leakage and multiplier effects)	**285**	**759**	**759**

6.4.4 Employment Impacts

The impact of visitors' expenditure on employment can be calculated by making an assumption about the level of expenditure required to generate 1 full-time equivalent (FTE) post. Table 6.10 shows the resulting estimates of FTEs created, based on the assumption that 1 FTE is created for every £71,000 spent on boat services. Under option 2 a total of 32 jobs will be created in the local economy from spending (not including mooring fees) by boaters, this falls to 10 jobs under option 1 and 27 under option 3. Assessing the net employment at regional level, the number of jobs created is 14 under option 2, 13 under option 3 and 5 under option 1 due to the large level of additionality associated with boating activity at this level.

Table 6.10 Employment Generation by Boater Expenditure

Table header	Local Impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Gross Employment Generated (FTEs) – Boats	4	15	10		-	-
Net Employment Generated (FTEs) – Boats	4	16	11	1	3	2
Gross Employment Generated (FTEs) – Visitors	5	14	14	-	-	-
Net Employment Generated (FTEs) – Visitors	6	16	16	4	11	11
Total Gross Employment Generated	9	29	24	-	-	-
Total Net Employment Generated	10	32	27	5	14	13

7.0 Commercial Elements

The commercial development linked to the marina scheme will generate employment impacts of its own. The magnitude of these effects will depend on a number of factors, including the relevant sectors and the occupancy rate at the premises. Table 7.1 shows the commercial development mix which is the same for each option.

Table 7.1 Options for commercial development

Element of Development	Quantity of Floorspace / Hotel Rooms
Retail floorspace (m sq)	1,790
A3 floorspace (m sq)	1,040
Hotel	60 rooms

Using these floorspace figures, we have calculated gross employment estimates using the employment densities shown in Table 7.2. We have assumed an occupancy rate of 95 percent for the retail and A3 floorspace. In addition we have used a gross to net conversion rate of 85 percent for retail floorspace.

Table 7.2 Employment densities by type

Sector	m^2 per job
Retail (net internal figures)	20
A3	13
Hotel*	1 job per 2 rooms

*Source: Employment Densities: A Full guide, English Partnerships. * Assumes hotel is 3 star.*

In estimating net additional employment, we have assumed that 20 percent of benefits are leakage at the local level but that there is no leakage at the regional level. We have also applied the following assumptions:

- *Retail*: we have assumed that the retail developments at the marina will displace 50 percent of development activity from the local area, rising to 70 percent at the regional level. In addition, we assume that 40 percent of retail activity would have occurred without intervention at the local and regional levels. A composite multiplier of 1.21 was used to estimate indirect and induced effects at the local level and 1.38 at regional level[1].
- Hotel / A3: we have assumed that that displacement of hotel development activity is 40 percent at the local level and 65 percent at the regional level. We have also assumed

[1] English Partnerships Additionality Guide.

that 30 percent of hotel activity would have occurred in the absence of intervention at the local and regional levels. A composite multiplier of 1.38 was used at local level and 1.56 at regional level[1].

Using these assumptions the following employment estimates were calculated for King's Lynn and for the region, which are shown in Table 7.3. There are a number of issues that are worth highlighting at this stage:

- The extent to which the commercial element will work as well with a smaller marina. However, the size of the marina will only have a significant impact on the number boating visitors and whilst the impact on other visitors will be less significant. Therefore we can assume that there is no difference between each of the options; and,
- There will be some degree of double counting as the employment associated with the commercial developments will be to some extent supported by boater and visitors spend.

Table 7.3 Employment Generated by Commercial Floorspace

	Local impacts All options	Regional Impacts All options
Retail	21	18
A3	37	31
Hotel	14	10
Total	**72**	**58**

[1] As above.

8.0 Wider Visitor Impacts

8.1 Introduction

The following section provides an overview of the visitor economy in the borough of King's Lynn and West Norfolk, the wider Norfolk sub-region and the East of England. The visitor economy is reviewed, including tourist numbers, spend, visitor origin, social and demographic profiles and accommodation occupancy. The aim of this section is to provide a comprehensive review of tourism and to assess the impact of a marina on visitors, revenue and employment.

8.2 King's Lynn Visitor Economy / Existing Levels of Visitor and Tourism Activity

According to the United Kingdom Tourism Survey, domestic tourist numbers have been falling in the Norfolk sub region, which includes the borough of King's Lynn, since 2000. The trend is less marked than across the region and country as a whole. In 2004 there were 3 million trips made to Norfolk by UK visitors, equivalent to 11.7 million overnight stays – a decline of 12 percent from 2000 – compared with a decline of 14 percent across the East of England and 18 percent across England. International tourists account for an additional 350,000 visitors to Norfolk, around 3 percent of the tourist market. Of those visiting Norfolk, only 6 percent visited the coast, with around 60 percent going to the countryside and a further third to urban areas[1].

According to the United Kingdom Tourism Survey, spending by visitors to Norfolk has fluctuated in recent years, but has increased overall, in line with the regional trend. In 2004, domestic visitors to Norfolk spent £547 million, an increase of 7 percent on the 2000 spend (although a 12 percent fall on the 2003 figure). In contrast, spending by visitors to the region increased by 7 percent over the same period, whilst across England spending fell by 5 percent[2].

Research indicates that visitor spending varies considerably by type of visitor and by category, with day visitors contributing more to the economy than staying visitors, and spending on food and drink outweighing expenditure in any other category[3]. Table 8.1 shows expenditure by category and by trip type for the Norfolk area.

[1] Source: East of England Tourist Board: Economic Impact of Tourism 2003
[2] Source: United Kingdom Tourism Survey
[3] Source: East of England Tourist Board: Economic Impact of Tourism 2003

Table 8.1 Expenditure per Trip by Spend Category (Norfolk), 2003

Visitor type	Accommodation	Shopping	Food and drink	Entertainment	Travel	Total
Staying visitors (total £ million)	223.3	118.6	184.2	87.7	123.6	737.3
Staying visitor (%)	30	16	25	12	17	100
Staying visitor (£/visitor)	45.44	24.12	37.48	17.84	25.16	150.04
Day visitors (total £ million)	0	349.2	535.3	179.3	176.6	1,240.5
Day visitors (%)	0	28	43	14	14	100
Day visitors (£/visitor)	0	7.54	11.56	3.87	3.81	26.78
Total (£ million)	**223.3**	**467.8**	**719.6**	**266.9**	**300.3**	**1,977.8**
% of total	**11**	**24**	**36**	**13**	**15**	**100**

Source: East of England Tourist Board, Economic Impact of Tourism 2003

The average spend for a day visitors for Norfolk in 2003 was £26.78 and the average for an overnight stay £150. Staying visitors spend the majority of money on accommodation, followed by travel and shopping. Day visitors on average spend almost half of their money on food and drink, an average of £11.56 per visitor.

8.2.1 Visitor Origin

According to the United Kingdom Tourism Survey the majority of those making visits within the East of England are residents within the region, making up 26 percent of visits. London residents account for 18 percent of visits to the East of England and South East residents account for 16 percent (Table 8.2).

Table 8.2 Origin of Tourists to the East of England 2004

Visitor Origin	Percentage
Yorkshire	6
North West	7
East Midlands	8
South East	16
East of England	26
North East	2
West Midlands	5
South West	6
London	18
Scotland / Wales	7
Total	100

Source: United Kingdom Tourism Survey

No comparable evidence is available below the regional level, however, research undertaken by King's Lynn Borough Council suggests that residents of the East of England are more likely to visit West Norfolk and King's Lynn than those from other parts of the UK, with 78 percent of those residing in the region having visited West Norfolk previously, compared with 62 percent of those from Northern regions. Just under half (45 percent) of those from the South had visited West Norfolk previously.

8.2.2 Stock of Accommodation

According to data from King's Lynn and West Norfolk Borough Council, there are 34 places to stay in King's Lynn. Hotels are the largest accommodation group with 9 hotels accounting for 491 of the 679 bed places in the town (72 percent). This contrasts with the King's Lynn and West Norfolk borough as a whole where the vast majority of accommodation (79 percent) made up by self catering cottages which account for over 60 percent of all bed spaces. King's Lynn accounts for about 4 percent of accommodation establishments in the borough and 10 percent of bed spaces.

Table 8.3 Stock of Accommodation by Type

Accomodation Type	King's Lynn Total No.	King's Lynn No. of Bed Spaces/units/pitches	King's Lynn and West Norfolk Total No.	King's Lynn and West Norfolk No. of Bed Spaces/units/pitches
Hotels	9	491	24	1,085
Guesthouses	7	96	35	457
B & Bs	7	41	88	510
Youth Hostels	1	35	4	134
Self Catering Cottages, Apartments	4	16	633	3,580
Static Caravan Holiday Parks	4	-	4	133
Camping & Touring Caravan Sites & Certificated Locations	1	5	8	263
Holiday Villages	1	16	4	779
Total	**34**	**700**	**800**	**6,941**

Data for visitor accommodation use is collected at regional level, with 44 percent of visitors choosing to stay with friends or relatives. Stays in hotels and guesthouses make up 22 percent of accommodation, the second most popular preference, aligning with the King's Lynn accommodation profile. In terms of accommodation spending, stays in hotels and guesthouses account for the greatest share at 32 percent of all accommodation expenditure[1].

Occupancy rates indicate that tourism in the borough of King's Lynn and West Norfolk varies considerably by season, to a greater degree than across the region as a whole. Trends also suggest that, whilst average occupancy is higher at the regional level, at borough level there are signs of growth. In 2005 the average room occupancy in the borough was 54 percent, an increase of 1.7 percent on the 2004 figure. Occupancy rates for the East of England as a whole were 58 percent in 2005, a fall of 1.8 percent from the 2004 figure. Occupancy rates for 2005 indicate that the summer months of July and August are the most popular in the borough, with room occupancy at 72 percent and 75 percent respectively. At the regional level occupancy is highest in September when it reaches 71 percent. These seasonal highs contrast with a January low of 36 percent for the borough and 45 percent for the region as a whole[2].

8.3 Impact of the Marina on the Visitor Economy Numbers

In 2002, the number of day visitors was estimated to the King's Lynn and West Norfolk district was estimated to be 10.4m, while staying visitors was estimated to reach 806,000[3]. Day visitors spent an average of £22.36 per trip, while staying visitors were estimated to

[1] Source: United Kingdom Tourism Survey
[2] Source: King's Lynn Borough Council
[3] Source: King's Lynn and West Norfolk District Council

spend £118.69 per trip. Tourism was estimated to generate a total of £32.7m of spending in the district.

Evidence from our consultations suggested that the marina development is likely to have a positive impact on the number of visitors to King's Lynn. It is however difficult to be precise about the likely impact. We have assessed the likely impact on visitor numbers by using two scenarios:

- A low growth scenario which assumes that visitor numbers will increase by 0.1 percent under option 1 and by 0.5 percent under options 2 and 3; and
- A high growth scenario which assumes that visitor numbers will increase by 0.2 percent under option 1 and by 1 percent under options 2 and 3.

Table 8.4 shows the impact of these assumptions on visitor numbers and expenditure.

Table 8.4 Impact on Visitor Trips and Total Expenditure

	Option 1	Option 2	Option 3
Increase in day trips (low growth)	10,365	51,825	51,825
Increase in holiday trips (low growth)	806	4,030	4,030
Total increase in spend (low growth)	327,426	1,637,128	1,637,128
Increase in day trips (high growth)	20,730	103,650	103,650
Increase in holiday trips (high growth)	1,612	8,060	8,060
Total increase in spend (high growth)	654,851	3,274,255	3,274,255

Source: Ecotec Analysis

Table 8.5 shows the total tourism and leisure expenditure expected to arise from the marina development and the impact of this once multiplier effects, displacement and leakage are taken into account[1].

Table 8.5 Direct, Indirect and Induced Expenditure (£000s)

	Local impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Total visitor spend (after displacement)	196 – 373	980- 1,866	980- 1,866	140 - 281	702 – 1,405	702 – 1,405
Direct + indirect + induced	216 - 412	1,083 – 2,060	1,083 – 2,060	197 – 394	986 – 1,973	986 – 1,973

Source: Ecotec Analysis

The impact of visitors' expenditure on employment is calculated by making an assumption about the level of expenditure required to generate 1 full time equivalent (FTE) post. We have assumed that one FTE is supported by £42,500 of tourism expenditure. Table 8.5

[1] We have assumes that the displacement of day visitors is 43 percent at the local and 60 at regional level and that the displacement of staying visitors is 33 percent at local level and 50 percent at regional level. Leakage is assumed to be 20 percent at the local level and 10 percent at the regional level. We have used the standard sectoral multipliers (1.38 local and 1.56 regional).

shows the impact of tourism spending on employment for each scenario. The increase in expenditure is expected to:

- Directly supports between 5 and 9 jobs locally under option 1, rising to between 5 and 10 jobs when the direct and indirect effects are considered.
- Creates between 23 and 44 direct jobs under options 2 and 3, and rising to between 25 and 48 jobs when the full impacts are taken into account.
- The employment impacts at the regional level are considerably lower under each option due to the higher level of displacement.

Table 8.6 Employment Generated by Visitor Spend

	Local impacts			Regional Impacts		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Employment Generated (FTE's)	5 – 9	23 – 44	23 – 44	3 – 7	17 – 33	17 – 33
Total including Multiplier	5 – 10	25 – 48	25 – 48	5 – 9	23 – 46	23 – 46

Source: Ecotec Analysis

9.0 Wider Investment Impacts

This chapter reviews King's Lynn and the surrounding area in terms of recent performance in attracting inward investment and analyses the critical factors in investment decision making in the context of local area characteristics. This is followed by an assessment of the possible impact of the proposed marina development on local inward investment trends, employment and GDP.

9.1 Performance of the Study Area in Relation to Inward Investment

According to figures from UK Trade and Investment – which records all foreign investments made into the UK by region - the East of England attracts a similar number of inward investments each year as other parts of the UK with the exception of London (which attracts on average 162 inward investments each year) and the South East (attracts an average of 221 inward investment each year). This is a general trend which is related to key locational and other advantages of both these regions. The overall trend in the East of England is upward while the 2005/06 financial year was particularly successful for the East of England. In general, the region attracts a higher proportion of non-manufacturing industry than the UK as a whole (see Table 9.1).

Table 9.1 Foreign Inward Investment Successes (UK and East of England)

	United Kingdom			East of England		
Year	Manufacturing	Non-Manufacturing	Total	Manufacturing	Non-Manufacturing	Total
2000/01	232 (27%)	637 (73%)	869	6 (11%)	50 (89%)	56
2001/02	253 (33%)	511 (67%)	764	13 (24%)	41 (76%)	54
2002/03	220 (31%)	489 (69%)	709	14 (33%)	28 (67%)	42
2003/04	260 (32%)	552 (68%)	812	10 (18%)	45 (82%)	55
2004/05	256 (24%)	810 (76%)	1,066	13 (19%)	54 (81%)	67
2005/06	286 (23%)	934 (77%)	1,220	16 (17%)	76 (83%)	92

Source: UK Trade and Investment

UK Trade and Investment does not collect data on the investment performance below the regional level, although other sources monitor inward investment performance at this level – including the Ernst and Young European Investment Monitor[1]. This data reveal foreign

[1] Disparities are often evident between data collected by Ernst and Young and official figures collated by UK Trade and Investment, with Ernst and Young data consistently lower than the official data by around 25 percent.

inward investment attracted to Norfolk and King's Lynn between 1997/98 and 2005/06 (see Table 9.2).

Overall both the sub region of Norfolk and the town of King's Lynn have performed poorly in terms of attracting foreign investment in recent years, with only one success in King's Lynn since 2000. The late 1990s was a more successful period, with 4 companies attracted to the town and 14 to the sub region between 1997/98 and 1990/2000.

Table 9.2 Foreign Investment Successes (East of England, Norfolk and King's Lynn)

Year	East of England	Norfolk	King's Lynn
1997/98	42	5	1
1998/99	37	6	3
1999/00	34	3	0
2000/01	32	0	0
2001/02	32	2	0
2002/03	19	0	0
2003/04	14	0	0
2004/05	13	3	1
2005/06	55	3	0

Source: UK Trade and Investment (Ernst and Young European Investment Monitor)

Inward investments in King's Lynn created a total of approximately 81 jobs over the period - an average of 16 jobs per investment. This does not compare well against the Norfolk average of around 100 jobs per investment. Investment in King's Lynn before 2001 was concentrated in the manufacturing sector – including two food companies (processing and distribution) and two chemicals companies (manufacturing and research). During the same period the wider Norfolk sub-region experienced investment in advanced manufacturing (IT, automotive, plastics and pharmaceuticals) and four successful investments in non-manufacturing, two of which were UK or European headquarters. In the post 2001 period the single reported investment in King's Lynn was in non-manufacturing (US sales and marketing) whilst the majority of investments within the wider sub region were in advanced manufacturing, primarily electronics and automotive assembly.

The above evidence is largely supported by the findings from consultations with property agents and investment agencies which suggests that - whilst no data is available – the area also performs relatively poorly in attracting relocations from within the UK. The consultations confirmed that, in terms of quantity, neither King's Lynn nor Norfolk have a strong track record in attracting inward investment – either foreign and UK investment. The sector focus in terms of investment locally and sub-regionally was identified as dominated by manufacturing and engineering, in particular food processing and there was an identified underepresentation of high technology, high value added investment, with little interest from finance or business services. Due to its predominantly low wage economy and small population catchment, King's Lynn has also been unable to generate the critical mass necessary to attract significant retail or leisure investment, while most investment to date has been at the lower end of the market.

9.2 Capacity to Attract Inward Investment Opportunities

The poor performance of the county and the study area compared with the regional performance reflects a combination of factors, but almost certainly accessibility plays an important role. Accessibility is one of several important requirements that companies consider when making a location assessment. Other important factors are labour availability and costs, and property availability and costs. These criteria, which influence the location decision making of firms, can be broken down into two groups, critical location factors and important location factors. Table 9.3 provides a summary of these issues, which are applicable to both industrial and service orientated industries.

Table 9.3 Important and Critical Factors for Business Locations

<table>
<tr><th colspan="3">Critical Factors (Primary)</th></tr>
<tr><th>Priority</th><th>Factor</th><th>Details</th></tr>
<tr><td>1</td><td>Proximity to Markets</td><td>Includes proximity to key customers, suppliers and presence of similar companies (clusters).</td></tr>
<tr><td>2</td><td>Labour Availability</td><td>Overall availability of skilled labour.</td></tr>
<tr><td>3</td><td>Site Availability</td><td>Cost and quality of sites and premises, cost and availability of utilities and services and telecommunications.</td></tr>
<tr><td>4</td><td>Quality of Access</td><td>Road and rail transport.</td></tr>
<tr><td>5</td><td>Financial Assistance</td><td>Grants and tax incentives (particularly for manufacturing).</td></tr>
<tr><th colspan="3">Important Factors (Secondary)</th></tr>
<tr><th colspan="2">Factor</th><th>Details</th></tr>
<tr><td colspan="2">R & D Services</td><td>Research & Development, support services and opportunities for product development and innovation.</td></tr>
<tr><td colspan="2">Air Transport</td><td>Proximity to major airports.</td></tr>
<tr><td colspan="2">Quality of Life</td><td>Cultural and educational factors: availability of housing, schools, travel to work ease, cost of living, leisure and cultural facilities and overall attractiveness and image of the area.</td></tr>
</table>

Source: EEDA RES Sub-Regional Studies – Stage 1 Report (Bone Wells Associates), Appraisal of the Wider Economic Effects of the SWARMMs Strategy (DTZ Pieda Consulting)

Research has indicated that in reaching a decision on location firms tend to follow a three stage process:

1 **Stage 1 - Long List:** Initially a long list of possible locations/areas will be generated. The two key issues at this stage are:

- Proximity to markets (distance and cost).
- Transport infrastructure.

In addition, important factors include labour force availability and access to suppliers.

2 **Stage 2 - Short List:** At the short list stage initial factors (from stage 1) are validated and companies begin to identify suitable sites. Validation will include cost calculations – financial analysis of the profitability of sites. The key additional factor at this stage is that of labour costs. Secondary factors include building costs and access to the main customer base.

3 **Stage 3 - Final List:** At this stage a final list will be drawn where cost calculations focus on the crucial factors of:

- Property (layout and lease).
- Local road links (to primary road network).

Other important requirements include the location's image, availability of good staff and supplier access. In some instances there may be little difference between locations and therefore companies may draw upon more subjective factors such as; the likelihood of congestion, current availability of a site or the opportunity to benefit from a government grant.

The findings from the consultation process with property agents and investment agencies highlighted the above as key influencing factors. In relation to King's Lynn, a number of key findings emerged, particularly:

- **Connectivity/proximity to markets**: King's Lynn was perceived as relatively isolated with limited accessibility - it was widely noted that few people knew of the area, 'King's Lynn is not on the map'. The roads were identified as particularly poor in terms of congestion and, although the rail links were rated as good, the perception was that King's Lynn was at the end of the line. It is worth noting that perceptions can play quite a strong role in determining firms' location choices – even when these are significantly different from the reality.

- **Labour availability**: the industrial profile was noted as skewed towards low value added sectors with an associated low skills base. This is confirmed by 2005 data from the Labour Force Survey, which shows almost a majority of the working age population in King's Lynn qualified to NVQ1 and below, and only 16% qualified to NVQ level 4 and above (compared with 26% nationally and 25% regionally).
- **Land availability** – particularly in terms of quality, the land and premises offer was rated as limited.
- **Costs** - the consultation process identified King's Lynn's core competitive advantage as a low cost centre – in terms of wages, land and house prices. Given that the average businesses' largest cost is labour and land, this constitutes a significant advantage for King's Lynn.
- **Image/quality of life** - although King's Lynn presents a strong quality of life offer - with low crime rates and an attractive natural and physical environment, including the historic old town and waterfront – the town was rated as having a poor 'lifestyle' offer. In terms of the availability and quality of services and amenities, the area has proved unattractive to both higher value inward investors and professional employees with higher disposable incomes.

Although King's Lynn has to its advantage low costs and a high quality of life offering – the key issues of inaccessibility, congestion, poor land and premises offer, poor image and a low skills base have meant that investors looking at this part of the region have tended to invest in other areas, such as Cambridge.

9.3 The Potential Impacts on Inward Investment, Related Activity and Employment

Evidence from our consultations confirmed that the proposed marina would not single-handedly have the capacity to directly affect inward investment patterns in King's Lynn, to generate significant employment or raise GDP levels, although it has the potential to exert a positive impact.

Taking into account the current planned marina scheme and the selection of factors identified in Table 9.3, the Marina development would not affect any of those elements considered to be crucial in attracting business to the area. The marina could be considered to have an impact on the secondary factor of quality of life, particularly in terms of housing, area attractiveness and cultural and leisure facilities. The consultation process revealed that poor image was a key barrier to investment and it was felt that King's Lynn would have potential if something could be done to change the '*King's Lynn product*'. By building on King's Lynn's strengths – its historical assets and the waterfront – the consensus was that marina had the potential to achieve this, by raising the profile of the town and creating a '*sense of place*'.

However, an assessment of the decision making process for businesses when selecting a location, highlights a location's image as a contributing factor only in the latter stages of selection. This supports the conclusion that the marina is unlikely to have a significant direct impact on attracting businesses to the area.

In sum, it can be considered probable that the marina development as an independent regeneration activity will have a negligible impact on business numbers in King's Lynn. However, if the marina is linked with wider local or sub-regional enterprise and regeneration programmes, such as business space, support or infrastructure, then there is a greater possibility of increasing the attractiveness of the locality as a preferred business location.

It is difficult to reach any firm conclusions about the possible impact of a marina and associated development on inward investment activity. As a result, we believe that it is appropriate to estimate a range over which inward investment might be affected. It seems reasonable to suggest that the study area's ability to attract inward investors will be limited and it might perhaps attract 1-3 additional inward investors over the next 15 years from elsewhere in the UK which might otherwise have not gone to the study area. This judgement is based on the study area still competing with other destinations in the East of England, albeit with improved recreational and town centre facilities. It is also reasonable to assume that the performance in relation to jobs created from investments might improve from the historic average of 16 per investment; therefore we have estimated employment impacts using this historic average and an average that is a mid-point between the county and King's Lynn averages (58 jobs)[1].

The nature of the options under consideration implies that the employment impacts for options 2 and 3 would be broadly similar, while option 1 is expected to have a relatively small impact. We make an additional assumption that for this option there are the same impacts under the high and low growth scenarios. Under the low growth scenario and taking into account displacement, leakage and multiplier effects[2] implies 13-27 jobs under option 1 and 27-40 jobs under options 2 and 3. Assuming a higher growth scenario, option

[1] Average of county (100 jobs) and KL (16 jobs) per investment

[2] The magnitude of these effects will depend on the type of inward investments that are attracted to the area and also on the relative strength of the King's Lynn economy. Based on estimates of local area effects contained in English Partnerships' Additionality Guide, we have assumed that there is some displacement of activity – 20 per cent –- as a result of the tightness in the labour market and that some of the jobs will benefit people outside the area (20 per cent).

1 employment impact would be unchanged and estimated employment would rise to 97-145 for options 2 and 3.

Table 9.4 Impact on Inward Investment Employment from the Proposed Marina Development at King's Lynn

Option	Net additional jobs
Option 1 (King's Lynn average – low growth)	13-27
Option 1 (Average of King's Lynn and county averages – high growth)	48-97
Option 2 and 3 (King's Lynn average – low growth)	27-40
Option 2 and 3 (Average of King's Lynn and county averages – high growth)	97-145

Source: ECOTEC Analysis.

It is assumed that effects at the regional level are similar. Intraregional displacement is unlikely to be a major issue in this case and such displacement as does occur will be offset by the higher spin-off multiplier effects and lower leakage at regional level.

9.4 Conclusion

This chapter has presented evidence of the poor recent performance of both King's Lynn and Norfolk in attracting inward investment, in relation to both foreign and UK investment, compared to the East of England. Furthermore, the consultation findings suggest that King's Lynn does not rank highly on the 'critical' business location factors – namely proximity to market, accessibility, availability of skilled labour and site availability (in terms of quality). Although King's Lynn offered low cost land and labour, these factors did not outweigh the area's less competitive characteristics, while the area's quality of life offer was identified as a secondary business location factor and therefore unlikely to have a major direct impact in attracting businesses to the area.

Although the proposed marina has the potential to exert a positive impact on the local area, with improved recreational and town centre facilities, the development – being unable to directly alter the aforementioned critical factors for business locations – is unlikely to have a major impact on inward investment.

10.0 Overall Impact Analysis

Table 10.1 pulls together the employment impacts of the three options through the different mechanisms involved and provides overall estimated GVA impacts.

Table 10.1 Projected Employment and GVA Impacts

Impact Area	Local			Regional		
	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
Direct Employment	4	10	10	2	5	5
Boater Spend Related	10	32	27	5	14	13
Commercial Development Related	72	72	72	58	58	58
Wider Visitor Related	5 – 10	25 – 48	25 – 48	5 – 9	23 – 46	23 -46
Inward Investment Related	13-97	27-145	27-145	13-97	27-145	27-145
Total Net Additional Jobs Created	**104 – 193**	**166 – 307**	**161 - 302**	**83 – 171**	**127 – 268**	**126 - 267**
Associated GVA Impact (£m pa)[1]	4.4 - 8.2	7.1 - 13.1	6.9 - 12.9	3.5 - 7.3	5.4 - 11.4	5.4 - 11.4

Source: Ecotec Analysis

The major difficulty clearly relates to the potential effects on inward investment which are necessarily highly uncertain.

[1] GVA Impacts are calculated by multiplying total net employment by GDP per worker (£42,709 in 2005 – HM Treasury, Blue Book)

11.0 Sources of Funding for the Proposed Development

11.1 Introduction

Clearly the funding for the property aspects and some elements of the marina itself will be expected to come from the private sector. This section identifies potential public funding streams which might be potential sources of funding and assesses the extent to which the proposed scheme aligns with the criteria of each funding stream and the likelihood of securing funding. This analysis is based on a desk review of suitable funding sources and consultations with agencies responsible for administering the funding.

11.2 Funding Context

The proposed marina and associated development is located along the River Ouse within the Nar Ouse Regeneration Area (NORA), which is a £250 million initiative to regenerate the south King's Lynn area, which constitutes one of the largest brownfield regeneration projects in the region. The regeneration area has secured funding from a number of sources, including:

- English Partnerships;
- King’s Lynn and West Norfolk Borough Council;
- East of England Development Agency; and,
- Norfolk County Council.

The current regeneration of the area is likely to have an impact on securing further funding for the redevelopment of King's Lynn Marina. It is to this which we turn now, and review the funding available to the scheme and provide an assessment of the likelihood of securing funding.

11.3 Potential Funding Streams

A number of funding streams are potentially relevant to the proposed development taking account of the alignment of the project objectives with the funding criteria involved. Below we review the most relevant.

11.3.1 Environment Agency / DEFRA

Contaminated Land Capital Projects Programme

The DEFRA Contaminated Land Capital Projects Programme, administered through the Environment Agency, supports English local authorities in dealing with contaminated land and associated responsibilities. The Agency can provide support including the costs of site investigation and remediation. Bids must be a minimum of £5,000 and draw on a total fund of around £20 million. Eligibility for the finding depends on specific criteria:

- The land area must meet the definition of contaminated land as concluded following site investigation; and,
- The land needs to be determined as contaminated in relation to its existing use, not in relation to potential contamination following local development.

The fund has been made available since 1990 on an annual basis with a total budget of approximately £20 million annually since 2000/01. This is likely to be available for the foreseeable future.

Flood and Coastal Erosion Risk Management

DEFRA has overall responsibility for flood and coastal erosion risk in England. Since April 2006 the Environment Agency has had responsibility for devolving DEFRA monies supporting Flood and Coastal Erosion Risk Management. DEFRA funds Environment Agency flood management activities and provides grant aid on a project by project basis to the other flood and coastal defence operating authorities (local authorities and internal drainage boards) to support their investment in capital improvement projects to manage flood and coastal erosion risk.

In 2005/06 DEFRA provided £79.5 million in capital grants to local authorities and the 2006/07 figure is estimated to be £81.6 million[1].

Flood Risk Assessments are undertaken to identify any gaps or shortcomings in current defences.

Capital Grant Allocations for Flood and Coastal Erosion Risk Management have been available annually since 1990 and is likely to continue, at the Government's discretion.

Waterway Plans

[1] http://www.DEFRA.gov.uk/environ/fcd/policy/funding.htm

Environment Agency Waterway Plans are a part of the wider 'Your Rivers for Life' strategy which sets out how the Agency will restore, conserve and develop navigable rivers. The vision for Strategy focuses on:

- delivering new standards of facilities and infrastructure,
- protecting existing jobs,
- creating new opportunities for business, and
- delivering wide ranging benefits to local communities while safeguarding the environment and the interests of all river users.

The Great Ouse Waterway Plan outlines management and development proposals for the River Great Ouse navigation as a whole. Within the Plan the marina development is referred to as a part of the wider Nar – Ouse link regeneration. The Plan identifies the need to secure £15.5 million for the marina as a priority for the Environment Agency. This development is envisaged as creating a new inland and off shore boating destination in King's Lynn and create a new inland link between Denver and the tidal river at King's Lynn.

11.3.2 English Partnerships

Town Centre regeneration

English Partnerships is working with a range of local authorities, Regional Development Agencies (RDAs) and key stakeholders to bring forward regeneration strategies in a number of town centres. English Partnerships has recognised that many town centres need to be revitalised through regeneration programmes that will create better places for people to live and work.

Town Centre Regeneration funding is targeted primarily at the four growth areas identified by government in its Sustainable Communities Plan, focussing on new towns designed in the 1950s. The growth areas are:

- Thames Gateway
- Milton Keynes/South Midlands
- Ashford
- London - Stansted – Cambridge

Funding for the scheme is currently designated for eight towns each of which are benefiting from a number of regeneration projects. The towns are:

- Basildon
- Crawley

- Harlow
- Hatfield
- Peterborough
- Skelmersdale
- Stevenage
- Telford

Currently funding has been designated only to these towns for specific projects.

Millennium Communities Programme

The Millennium Communities Programme is a national programme focussed on seven areas of the country designated to develop new ways of planning, designing and constructing homes to enable a more sustainable way of living. Millennium Communities are designed to include different types and sizes of home, to attract a wide range of residents. Over £165 million is being invested by English Partnerships over the duration of the programme. One of the Millennium Communities is based in south King's Lynn.

Funding is committed for the duration of the programme which is committed to providing 9,000 new homes by 2010. When completed, the King's Lynn community scheme will provide more than 900 houses and 60,000 sq m of commercial space.

Regional Discretionary Funds

English Partnerships has a pool of undisclosed discretionary funds available to support the development and delivery of targets and strategic priorities set out in the Regional Spatial Strategy (RSS, East of England Plan draft revision 2004).

The RSS indicates that development in the Eastern region will focus on urban areas, including King's Lynn (Policy SS3). The King's Lynn sub region, identified in Policy KL1, is targeted for investment that will expand the tourism sector, amongst others. Policy KL3 refers to the need to support the regeneration of communities in the area. Overall targets for the East of England including increasing the net number of dwellings and expanding urban populations.

11.3.3 EEDA

Single Pot - Regional Renaissance

EEDA's budget for 2005/06 was £140 million, drawn from the single pot, to be spent at the Agency’s discretion for interventions aligning with RES goals. Regional Renaissance is only one strand of the RDA's spending. In 2005/06 the Regional Renaissance programme budget was £22 million (£11 million in 2004/05), which was spent on projects ranging from £690,000 to £3.8 million. Regional Renaissance projects are focussed on:

- Sustainable and high quality developments;
- Projects at strategic sites across towns, cities and growth areas which would not have happened otherwise; and,
- Innovative pilot projects that will encourage developers and local authorities to think imaginatively and set high standards, for example in low carbon or high-density mixed-use developments.

Funding for the Regional Renaissance programme is likely to continue into 2007 although amounts have not yet been agreed. Funding for the Regional Renaissance programme is made from the RDA single pot, agreed up to the 2007/08 period at a slight increase on 2005/06 and 2006/07 financial years. It is expected that Renaissance funding will continue for this period, and projects committed to will see full funding allocation until completion.

11.3.4 Structural Funds 2007 – 2013

Competitiveness and Employment (ERDF) Operational Programme

The last European Structural Funds Programming period ended in 2006; the new programmes will have a nominal start date of 1 January 2007. In October 2006 the Department for Trade and Industry released the UK National Strategic Reference Framework for the EU Structural Funds for 2007. The UK will receive approximately €9.4 billion of which €6.2 billion is for competitiveness and employment which will be devolved to the regions. The two components of structural funds devolved to regions will be ERDF and ESF. ERDF priorities are:

- to promote innovation and knowledge transfer;
- to stimulate enterprise;
- to ensure sustainable development, production and consumption; and
- to build sustainable communities.

The Regional Economic Strategies will provide a policy framework for developing ERDF programmes[1].

Previous Structural funds have targeted specific wards as designated by Government Office Regions. An Objective 2 North Norfolk, King's Lynn and West Norfolk Area programme existed for the Funds up to 2006, although the Marina development area lies

[1] Draft National Strategic Reference Framework EU Structural Funds Programmes: 2007-2013 (DTI, 2006)

outside of this. The criteria for allocating the 2007 funds have not yet been decided.

11.3.5 Heritage Lottery Fund

Townscape Heritage Initiative

The Heritage Lottery Fund Townscape Heritage Initiative fund is targeted at supporting schemes that aim to help communities regenerate the historic environment in parts of towns and town centres. It provides funding of between £250,000 and £2 million for projects. Eligibility for the funding depends on a number of criteria, including:

- The area must have special architectural and historical character. If this has not yet been recognised through the area's designation as a Conservation Area, it will need to be shown that progress is being made towards this. The area will need to have Conservation Area status before the first payment.
- The public benefits of the scheme must outweigh private gain on the part of the property owners.
- Grants are available for new buildings for 'gap' sites, particularly where they are important to restoring the special character of the area. No more than 25 percent of the fund must be spent on tackling gap sites.
- Schemes must demonstrate that problems with the area's historic buildings are extensive and caused by wider social and economic problems that need grant-aid (rather than the use of statutory powers to solve them).
- Schemes must be part of wider regeneration strategies to address the area's problems.

Funds likely to be available annually for the immediate future although is at the government's discretion.

11.4 Scoping Funding Prospects

Following a review of the funding criteria and a set of discussions with the relevant funding bodies, we have conducted an assessment of the schemes prospects of securing funding from these organisations[1]: Table 11.1 shows the findings from this assessment:

[1] The assessment was based on the schemes alignment with funding criteria and discussion with funding bodies in relation to its alignment. The following assessment criteria were used: reasonable (good fit with funding criteria), limited (some fit with funding criteria), none (no fit with funding criteria) and uncertain (criteria not developed and unable to make a clear assessment).

Table 11.1 Assessment of Funding Prospects

Funding Stream	Source Type	Amount	Criteria	Time Frame	Prospects	Issues
Contaminated Land Capital Projects Programme	Public	Varied - Total £8m to LAs (04/05)	Land needs to be determined as contaminated in relation to its existing use as opposed to planned use.	Annual ongoing (at government's discretion)	Limited	It might be worth investigating whether the pollution is affecting the water.
Environment Agency: Flood Risk Management	Public	Approx £80 million 2007 (project specific vary)	Needs to be a recognised gap in current defences	Annual	None	King's Lynn has recently been assessed and defences are adequate. If the development were to affect current systems then this could change, although this would raise major issues about the acceptability of the scheme.
Environment Agency: Water Plans	Public	Undisclosed	Physical infrastructure and local community benefit (King's Lynn is a strategic objective).	2006-11	Reasonable	The project is a priority and own land at the proposed satellite site outside of the town. EA wish to deliver support as package that includes other partners. This may take the form of finance, land contributions, expertise or other.
Landfill Tax Credit Scheme	Public	Project specific – any amount	Local authority cannot access the funds, it must be a voluntary or community sector led group.	Ongoing	None	A voluntary sector party must be involved with a specific interest before approaching scheme.
English Partnerships: Town Centre Regeneration	Public	Various	Prioritisation of growth areas. Focus on town centres in need of regeneration with growth potential.	Ongoing projects	Limited / None	The focus is on regenerating 'new towns', which excludes King's Lynn; however this might change in the future.

Funding Stream	Source Type	Amount	Criteria	Time Frame	Prospects	Issues
English Partnerships: Millennium Communities	Public	£165m	Specific areas identified for Millennium Community development. South King's Lynn has a commitment but this will not be expanded.	Ongoing projects	None	
English Partnerships Regional Funds	Public	Unknown	Demonstrate alignment with Spatial Strategy priorities and targets.	Ongoing	Reasonable	Scope for EP funding has increased. NORA needs to demonstrate alignment with RSS targets and priorities (i.e. the realisation of housing outputs with relatively few barriers to implementation).
Heritage Lottery Fund: Townscape Heritage Initiative	VCS	£250,000 to £2m	Emphasis on regeneration and socio economic need but there must be a heritage aspect.	Annual ongoing applications	Limited	Potential to work with heritage aspects of the development
EEDA Regional Renaissance (Single Pot)	Public	capital programme £22 million 2005/06	Emphasis on tangible outputs, supporting economic growth and jobs in the area and on strategic quality projects of regional significance.	Ongoing projects	Reasonable	Development needs to be justifiable in terms of value for money, creating jobs, increasing tourism and putting King's Lynn on the tourist map.
European Structural funds	Public	€6.2 billion	Regional offices and RDAs will be distributing 2007 funds. The criteria have to be determined but will not necessarily follow the previous areas and social and competitive objectives.	2007 - 2013	Uncertain	

11.4.1 Next Steps

Based on the findings of the funding assessment, the proposed marina development at King's Lynn appear to show the best alignment with the criteria of three funding streams, and is therefore most likely to secure funding from these sources:

- EEDA's Regional Renaissance programme: The key factor for alignment with this stream is demonstrating that the marina will support economic growth in the town, increasing the tourism offer and support employment.
- English Partnerships Regional Funds: The marina should demonstrate support for the English Partnership priorities (such as EP Corporate Plan / RSS targets for house building) and further priorities identified in the RSS.
- Environment Agency Waterways Plan (Great Ouse). The marina is a strategic priority and the Environment Agency would look to support development as part of a wider package. The satellite marina is the preferred option, although the type of support available is not yet defined.

In addition, funds may be available from the 2007-2013 European Structural funds. However, the criteria for allocating these are not yet agreed, although it is clear that spending should align with RES priorities.

Annex One: List of Consultees

David Harvey – Harvey & Co

Bob Wells – GOBA

Mike George – King's Lynn and West Norfolk Council

Tim Humphreys – King's Lynn and West Norfolk Council

Sally Banham – BFA

Peter Waring – RYA

Paul Kunes – King's Lynn Marina and Waterways Trust

Robert Edge – Invest East

Annex Two: Summary of Consultation Findings

1. Current boating demand

Nationally boating demand was reported as strong, with demand for moorings on the increase, although actual participation is flat rather than escalating. The consensus was that there was a general shortage of boating facilities in the UK relative to demand. It was also felt by some that boating demand was partly facility led and that '…If the facilities are provided, people will come and from a surprisingly long distance.'

Geographically, boating pursuits were reported as slightly more popular for recreational boating in the South and Eastern regions than at the national level, with the east coast second only to the Solent area. In terms of more local demand, the interviewees reported a distinct lack of berthing space. Demand was also reported as high in the inland waterways. '…the BMF Audit provides evidence of untapped demand and waiting lists for berths in these areas.' Lowestoft and Ipswich were cited as examples of nearby marinas that had filled up rapidly after they opened, the Wisbech marina was cited as running at full capacity and Fosdyke, which recently put in a few pontoon berths, was now holding 75/80 berths.

Regarding King's Lynn itself, BMF's latest (Dec 2005) survey revealed that 85% of respondents would like to visit the King's Lynn via relief channel (Nar link) if a safe route was provided. It was noted that there was particular demand for 'safe' berths, where there are no tidal effects, particularly in the winter. Distance was cited as an issue, with people not wanting to travel far from home, 'Local people won't want to travel to Lowestoft if there is a marina at King's Lynn.' Many boats were also noted as participating in 'coastal hopping' – however, with Ipswich as the only decent marina further south, boats have to 'hop' in one jump as there is nowhere to moor between. A marina at King's Lynn was identified as an excellent 'safe haven'. 'If you are on an extended cruise, boaters can sail to Yarmouth and then onto King's Lynn. Many people would come from the Norfolk Broads for a few days. Boats would move from other marinas down from King's Lynn on the relief channel as they then have the option of going straight out to sea. It won't be a problem, attracting people from other areas of the UK.'

Long term berth holders were identified as the core demand, but also some overnight visitors (less so day trippers). Other sources of demand included inland waterways – GOBA in particular were very keen to have somewhere in King's Lynn where boaters can extend their stay – currently the only local options are Eely and Denver. Demand was therefore identified as largely domestic, including a significant boating community around the Norfolk coast, although some demand was identified as originating from overseas, in particular Holland, Germany and Belgium.

2. Future trends

Future trends were reported as positive – 'Nationally boating demand is not easing off' - with boating demand set to increase, fuelled by a broad range of factors ranging from lifestyle choices, changes in disposable income, to house prices (increasing demand for house boats), and the popularity of the area (one interviewee predicted a future 'Chelsea-on-sea' effect in north Norfolk).

Mooring and boating in general is becoming an increasingly expensive pursuit and there are signs that the more expensive areas are becoming vacant, while people take up more affordable berths. The market seems to be deciding where people are choosing to go boating. Future trends were therefore predicted as on the increase, particularly with regards to the East coast where berths are more affordable relative to the Solent and the south coast.

3. Associated developments/other factors to consider

It was felt as imperative that the development provided sufficient infrastructural facilities to support the marina, as supposed to e.g. simply being an excuse for a new housing development, without providing facilities for the boaters themselves. The majority of interviewees identified potential demand for boat builders/repair/maintenance facilities, a hoist, chandlery, fuel, meeting facilities, small scale retail floorspace, residential/hotel, restaurant/bar facilities. It was also widely noted that boaters were increasingly demanding better facilities – 'a cottage from home' with all the modern comforts. Things like fuel, electricity, water, good quality shower units etc were now all the norm.

The cost of mooring fees was also considered to be of great importance, particularly in terms of attracting demand away from the south (and local people, given King's Lynn's relatively low spending power). However, although it was perceived as important to have the marina open, accessible and attractive to the public (including local residents to ensure that the marina was socially inclusive), there was some concern over safety reasons and the need to keep the public away from the boats. It was thought however that this could be overcome through careful design. Design issues were also particularly important given the potential marina's positioning in the town centre, near the historic centre.

4. Competition

There was consensus that there was no current or potential competition for the proposed marina at King's Lynn. Although Wisbech and Boston are nearby, King's Lynn was identified as a more attractive place to moor in terms of surrounding environment and easier in terms of accessibility, including a shorter estuary to negotiate. 'A marina at King's Lynn will be an attractive proposition, as long as the cost is not astronomical.' The perception was that the more marinas there were, the better from a demand point of view as this will increase the amount of traffic.

5. Potential constraints

- Tidal conditions were identified as the key constraint, although there were mixed views as to the severity of this with regards to King's Lynn itself. However, ways were suggested to get around this by careful design and planning - for example, locking gates could keep the boats afloat when the tide goes out, or long pontoons could be constructed.
- Accessibility by road was also identified as a potential constraint, given that most boaters travel by road rather than train, and given the congested state of local roads, particularly during summer months.
- Space was a third issue – specifically the lack of it and implications for the provision of adequate car parking space, although one interviewee suggested a park and ride.
- Whether dredging would constitute a significant cost or not was also a moot point – however, if there were significant dredging issues there was consensus that this would be a key cost barrier, and an ongoing one.
- Another key constraint was identified as the fact that people don’t know King's Lynn – although this could be overcome with public relations activity.
- Cost issues – as a recreational activity boating is becoming more expensive.
- Securing planning permission - often a long drawn out process. Application rates generally have a 60% success rate. This means 40% will get turned down - often on the grounds of pollution, dredging, and other environmental designations. Even just the sheer number of consents you need – not just permission from planners, the Council, but also the need to comply with a long list of legislation, such as the Food and Environmental Protection Act which requires marinas to get a licence.
- Inland waterways - affected by concerns over the future of investment in infrastructure, which the government has recently cut (for example locks, bridges, lay bys – all require significant and frequent investment to keep them running). There is more pressure on the inland waterways than on the coast for the boaters themselves to contribute to such costs.