

King's Lynn Transport Study/Strategy

Briefing note - 22 January 2018

1.0 Summary of overall process

Norfolk County Council (NCC) and the Borough Council of King's Lynn and West Norfolk (BCKL&WN) in partnership are carrying out transport study work leading to the development of a Transport Strategy for the town.

The study will comprise a series of workstreams some of which will run in parallel.

- Traffic surveys during spring 2018
- Analysis of the current and future transport problems and issues
- Development of possible transport options identified by both BCKL&WN and NCC to address the issues
- Building a microsimulation traffic model of the central area of the town and using this to test possible transport schemes
- Stakeholder consultation/workshop and identification of a preferred strategy for BCKL&WN and NCC to pursue

2.0 Rationale and Purpose of study/strategy

The project is to understand current and future issues and develop a preferred strategy, including modelling of the options available, to arrive at a series of implementable scheme proposals. It will provide a focus for activities in and around the town particularly with regard to ongoing initiatives by the BCKL&WN to improve the town.

- King's Lynn Riverfront Regeneration – Nelson Quay
- Heritage Action Zone
- Declared Air Quality Management Areas
- Local Plan review

The study is intended to unlock the significant potential of King's Lynn by identifying transport barriers to growth and economic development and setting out a focus and direction for how this will be addressed following the direction of the BCKL&WN Local Plan - Core Strategy.

3.0 Methodology

3.1 Traffic modelling

The existing 2007 strategic highway model (SATURN) will be updated using new origin and destination data from mobile phones. This model will be complemented by a microsimulation traffic model (Paramics Discovery) of the central area of the town. This two model approach is favoured as it offers the most flexibility and enables any area of the town to be modelled as required.

The microsimulation traffic model will enable the ongoing BCKL&WN initiatives to be examined. If other junctions and parts of the town are considered priorities, the strategic highway model can be used as input into more detailed local modelling.

It is not proposed to update the public transport element of the 2007 strategic model at this time. This is because of the nature of the schemes that have been identified for further investigation and time and cost constraints. The option to update can always be taken at a later date if the need arises.

This approach to modelling will also support parallel work on the development of the West Winch Relief Road (WWRR).

3.2 Evidence gathering and analysis

All pertinent information and data on current transport provision will be reviewed and recent trends in the study area that have a bearing on transport and travel matters. A firm evidence base to support the development of improvement options will be set out. This stage will also review planned transport schemes and development in the area and identify issues and opportunities.

3.3 Walking, cycling, public transport, motor vehicles and signing audit

An audit of existing provision for pedestrians, cyclists, public transport users and motor vehicles, as well as waymarking (signing) within the town centre and including key employment and tourism sites, and an assessment of how these relate to key origins, destinations and desire lines will be undertaken.

3.4 Issues and Opportunities Report

An Issues and Opportunities Report gathering views on issues pertinent to the scheme options and strategy development and feedback on other on-going and planned transport projects in King's Lynn will be produced.

3.5 Stakeholder engagement

A workshop will be held early in 2018 with wider stakeholder organisations to seek views and opinions on issues, opportunities and potential interventions.

3.6 Objectives

A set of objectives will be devised for the King's Lynn Transport Strategy based on the analysis of current and future problems and issues to steer option development.

3.7 Option identification

The option identification stage will take the issues, opportunities and objectives to generate a list of options. Stakeholders will have provided input via the workshop outlined in section 3.2.4. This will include identifying possible highway and transport proposals for testing with the microsimulation traffic model. Included in this process will be any options already identified as part of previous studies and strategies.

For some of the proposals, preliminary development work will be required to develop a workable scheme for testing. This will need to be done in conjunction with an officer working group and will include the preparation of plans to enable the modelling team to code them up for evaluation.

3.8 Testing of possible highway and transport proposals

Where appropriate the microsimulation model will be used to test key highway proposals already identified and those stemming from the Issues and Opportunities work and those devised to support the initiatives set out in section 2.

Other proposals stemming from the Issues and Opportunities work but not requiring modelling shall be assessed using a suitable appraisal framework such as the Department for Transport, Early Appraisal Sifting Tool (EAST)

3.9 Preferred strategy

A preferred strategy to address the issues and opportunities should be devised based on the testing and appraisal work. A draft of this strategy shall be presented to officers of the Borough Council of King's Lynn and West Norfolk and Norfolk County Council for consideration prior to further consultation.

3.10 Further stakeholder input

A second workshop event shall be arranged with wider stakeholder organisations to seek views and opinions on the draft preferred strategy. The purpose of this is to enable these views to be articulated to elected Members in due course when a preferred strategy is taken through formal processes for adoption.

4.0 Timescales and duration

The overall project to undertake study work and devise a strategy for King's Lynn is 50% funded from the Norfolk Business Rates Pool (BRP) which is administered by Norfolk County Council. This includes time and output constraints and the work must be completed in the calendar year of 2018.

The approximate timescales for the various activities or workstreams to meet the BRP funding milestones are set out in the table below.

Activity	J	F	M	A	M	J	J	A	S	O	N	D
Traffic surveys			■	■								
Model build	■	■	■	■	■	■	■					
Evidence gathering and analysis	■	■	■									
Transport audit		■										
Issues and Opportunities Report				■								
Option identification					■	■	■					
Stakeholder engagement			■								■	
Develop highway proposals	■	■	■	■	■	■	■					
Test highway proposals								■	■	■		
EAST appraisal								■	■	■		
Develop preferred strategy										■	■	■

5.0 Outputs

The required outputs by way of documenting the study work and strategy development are:

- Survey note/report
- Microsimulation validation note/report
- Draft Issues and opportunities note/report
- Model testing note/report
- EAST appraisal note/report
- Preferred strategy report

6.0 Governance

The proposed governance for the overall project comprises two key groups

- Working group
- Governance group bi-monthly

The interrelationship between these groups and stakeholders is set out in the diagram below.

Proposed Governance structure for the King's Lynn Study/Strategy

