

**Vision King's Lynn:  
town centre use and satisfaction consultation  
December 2019**



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## Executive Summary

A consultation around King's Lynn town centre use and satisfaction took place over a three week period in November. Respondents could complete the survey online, in person at a drop-in event, or via survey leaflets distributed in a number of town centre businesses. 401 respondents took part in the consultation.

### Overall findings

- The majority of consultation respondents (60%) are frequent users of the town centre, coming in daily, several times a week, or weekly.
- The top three purposes people have for coming into the town centre are clothes shopping (63.6%), going to restaurants/eating out (53.5%), or banking (45.4%).
- The three main named places where people are going to are Primark (18.5%), M and S (12.5%), and Debenhams (11.5%). It is nearly all high street brands which are pulling people in.
- Independent shops are cited far less often as places people are going to but the most cited ones are The Filling Station (2.4%), the Bank House (2.4%), and Goldings (2.1%). All of these are restaurants/eating places rather than retail outlets.
- The streets and areas which people are going to most often are the High Street (12.9%), Tuesday Market Place (5.2%), and New Conduit Street (4.9%).
- Dissatisfaction with King's Lynn town centre is highest at 39%, followed by neutrality at 31% and satisfaction 29.8%. The high levels of dissatisfaction and neutrality represent a significant opportunity to increase satisfaction with King's Lynn town centre.
- The top three words used to describe King's Lynn town centre are 'closing', 'variety' and 'potential.'
- The top three reasons people enjoy visiting the town centre are the shops (22.1%), the history (9.6%), and meeting friends (6.1%).
- There are two clear issues detracting from people's enjoyment of the town centre – the choice and variety of the shops (25.1%) and the parking (24.5%)
- The three main elements which impact on people's wellbeing in King's Lynn town centre are festivals (35%) events (23%), and The Walks (14.3%).
- People mainly travel into the town centre by car (70.4%), walking (29.6%), and bus (11.8%). The frequency of car use could correlate with the significance of parking as an issue.
- The two key themes to encourage people to come into the town centre relate to better / choice of shops and cost of parking.
- The three main other towns and cities which people are visiting are Norwich, Cambridge, and London. The reasons why people like these places are the better, variety, and choice of shops, and parking.
- The highest number of respondents (27.8%) stated they were in the 45-54 age range. The lowest number of respondents (3.4%) stated they were in the 16-24 age range.
- The majority of respondents are from King's Lynn and its surroundings. 2.5% are from Downham Market and 1.2% from Norwich.

## Breakdown of findings: summary

### 1. Frequency of use

- **Frequency of use and purpose:**  
Frequency of use appears to correlate somewhat with purpose of visit, with functional use potentially decreasing with frequency of town centre use.
- **Frequency of use and satisfaction:**  
Satisfaction is highest amongst frequent (daily, several times a week, weekly) users and lowest amongst monthly users. Dissatisfaction is highest amongst those who are using the town centre monthly and quarterly and lowest amongst infrequent users.
- **Frequency and mode of travel:**  
Mode of travel changes with frequency of visit with walking and bus use most common amongst frequent and monthly users who are likely to live within easy reach of the town centre. For infrequent users, walking, bus, and cycling are names as preferred modes of transport alongside the car suggesting that these respondents live within relatively easy reach of the town centre – and yet are only using it infrequently.
- **Frequency and location:**  
Those who are using the town centre **frequently** are coming in from King's Lynn and its surrounds. It's a similar picture for **monthly** visitors, with the addition of significant visitors from Downham Market. **Quarterly and infrequently** we welcome visitors from further afield. We are also seeing infrequent visitors from King's Lynn, North Wootton, Gayton – people who you might expect to be regular users of the town centre but who are not.

### 2. Purpose of visit

- **Purpose and satisfaction:**  
Satisfaction is highest amongst those who are coming in for a leisure/physical activity purpose or for socialising. Dissatisfaction is highest amongst those coming in for banking and food shopping. These findings potentially underline a correlation between functionality of visit and satisfaction.

### 3. Age and use

- **Age and frequency of use:**  
The age groups coming into King's Lynn the most regularly (daily, several times a week, weekly) are those aged 16-24 and 65+. Respondents in the age group 35-44 are most likely to come in on a monthly basis. Respondents in the age group 55-64 are the most infrequent users of the town centre.
- **Age and mode of travel:**  
The car is the main mode of transport for all age groups except for those aged 16-24, a reflection perhaps of age, access, and means to use this as a transport mode. Walking is the predominant way of travelling into the town centre for 16-24 year olds, and it is the second preferred mode of transport for those aged 65+

- **Age and purpose of visit:**  
16-24 year olds are primarily coming into town for what might be deemed pleasure, for clothes shopping and socialising. Those aged 65+ are significantly more likely to shop in the town centre for food. 67% of 16-24 years olds – the highest figure of all age groups – who come into the town centre to bank. Those coming into the town to eat is fairly evenly spread across all age groups, apart from the age group 55-64 which is an anomaly. Use of the town centre for socialising falls significantly from the 16-24 group to those in the 54 – 65 and above age groups.
- **Age and satisfaction:**  
There are fairly steady levels of satisfaction and dissatisfaction amongst all groups apart from the age group 55-64 - 54.5% in this age group expressed dissatisfaction with the town centre. Satisfaction is highest amongst the 25-34 age group before falling and increasing again in the 65+ group.
- **Age and places:**  
Almost all the places people are frequenting, whatever their age, are chain stores. We can also see a trend moving across the age groups from more lower price retail outlets towards more mid-market brands. The High Street and Norfolk Street are the most popular areas for people to visit in the town.
- **Age and what people enjoy:**  
For every age group except the 55-64s, the shops were quoted as the main aspect that people enjoyed.
- **Age and what people don't enjoy:**  
There is almost complete consistency across all age groups about what they don't enjoy about the town centre (shops and parking), the only exception to this is those in the 16 – 24 year old age group not citing parking, rather streets instead.
- **Age and impact on wellbeing:**  
Festivals – Festival Too, King's Lynn Festival and Hanse Festival – are identified as having the biggest impact on wellbeing. Whilst the historic aspect of the town is mentioned often, it is only amongst the 65 + that it appears in the form of buildings within the top responses.
- **Age and other places to visit:**  
Norwich, Cambridge, London are the top three places people are visiting across all age ranges except for those in the 55-64 age range who cited Peterborough and those 65+ who named Ely.

#### 4. Mode of travel

- **Mode of travel and satisfaction:**  
We see the highest levels of satisfaction amongst those who are travelling into the town by motorbike (although due to small response numbers, this may not be a representative view), walking and cycling. The highest level of dissatisfaction – by some significance – is amongst those travelling into town on the bus, followed by the train then car. The mode of travel may well be impacting upon the overall experience.

## On the day experience findings

*(this summarises the findings of those who completed the surveys about their visits that day)*

- The majority - 76.1% - of these respondents are frequent (daily, several times a week, weekly) users of the town centre;
- The main purpose (42% of respondents) is shopping/Christmas shopping;
- 96.5% of respondents said they achieved what they set out to;
- There is high satisfaction amongst these respondents – 51.2%. This is interesting to view in parallel with the overall satisfaction finding and suggests that perhaps satisfaction is higher with the reality than the perception of the town centre;
- The key words people shared about King's Lynn town centre were 'friendly' and 'empty shops';
- The social aspect – meeting people, seeing friends, having lunch – were the most enjoyable aspects of these visits;
- These respondents cited shops/empty shops as what they enjoyed least about their visit;
- Better choice and quality of shops and free/cheaper parking would encourage people to come in / stay longer;
- 60.5% travelled in by car and 26.3% walked into the town centre;
- Norwich, Cambridge, and Wisbech are the other towns and cities respondents visit. People like these places as they have better shops and cheaper/free parking.

## In-depth findings

The consultation took place from 11<sup>th</sup> November – 29<sup>th</sup> November and generated 401 responses in total. The approach was inclusive and people were offered a number of opportunities to get involved. This included:

- An online survey. *The survey can be found in the appendix;*
- Two drop-in events taking place in the Tuesday Market Place;
- Survey leaflets which were distributed at seven businesses across the town centre for people to complete. The leaflets focused on the experience on that day and a summary of these findings is included in this report. *This survey can also be found at the appendix.*

We encouraged people to have their say through a comprehensive programme of communications and engagement:

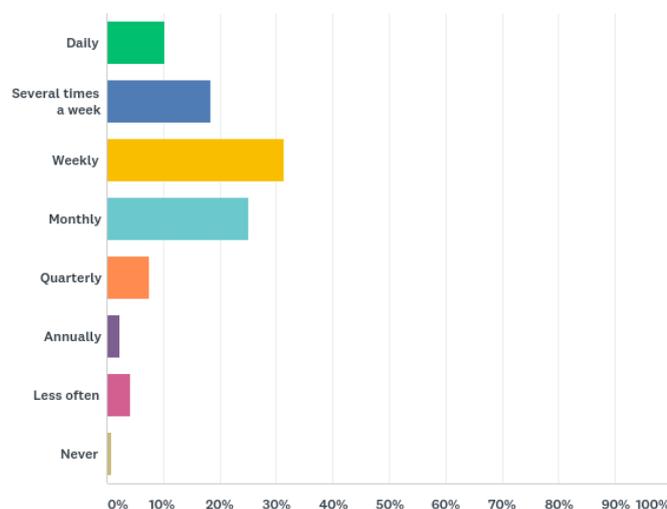
- Ongoing social media content across Vision King’s Lynn Facebook, Twitter, and Instagram accounts and the Borough Council social media accounts. Content was also shared across partners social media channels such as the LEP;
- Media coverage in the local press;
- A direct letter to all Vision King’s Lynn subscribers (312 at the time, this has increased since);
- A letter to town centre stakeholders, including those representing diverse groups;
- Content across partner channels, including Norfolk Chambers of Commerce.

We incentivised the survey with a £100 in vouchers to spend in the town centre, with the incentive offered for each survey collector (online, drop-in session, and survey leaflet).

## PART ONE: Overall Findings

### 1. Frequency of visit

Q1 Apart from for work purposes, how often do you visit King’s Lynn town centre?

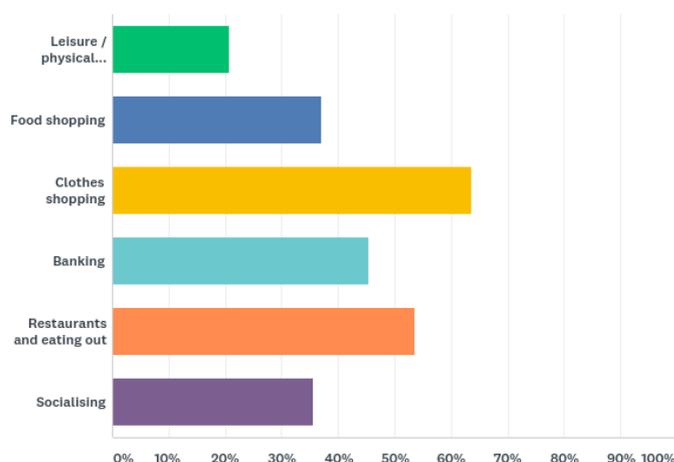


FREQUENCY	RESPONSE %
<b>FREQUENT</b>	<b>60</b>
<i>Daily</i>	<i>10.2</i>
<i>Several times a week</i>	<i>18.4</i>
<i>Weekly</i>	<i>31.4</i>
<b>MONTHLY</b>	<b>25.1</b>
<b>QUARTERLY</b>	<b>7.4</b>
<b>INFREQUENT</b>	<b>6.4</b>
<i>Annually</i>	<i>2.2</i>
<i>Less Often</i>	<i>4.2</i>
<b>NEVER</b>	<b>0.75</b>

The majority of our respondents – 60% - are frequent users of the town centre coming in daily, several times a week or weekly. This is followed by monthly users who account for a quarter of all our respondents. This suggests that 85% of our respondents have a good knowledge and experience of the town centre.

## 2. Why are people coming into the town centre?

Q2 Apart from for work purposes, what are the main reasons for your visits to King's Lynn town centre?



PURPOSE	RESPONSE RATE %
Clothes shopping	63.6
Restaurants and eating out	53.5
Banking	45.4
Food shopping	37
Socialising	35.6

Leisure / physical activity	20.6
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The main reasons why people are coming into King's Lynn are clothes shopping (63.6%), restaurants and eating out (53.4%), and banking (45.4%). The prevalence of these reasons suggest there is a combination of functionality and pleasure to the purpose. What is interesting is the high occurrence of banking as a reason to come in with almost half of all respondents citing this; this could present a risk factor given the current trend towards online banking. If these people do not have to come in for banking, will they still come in?

### 3. Where people are going when they come in

Q3 What places (e.g. particular streets, specific shops) do you go to when you visit King's Lynn town centre?



The top ten named places (named retail outlet/restaurant/leisure outlet and not street/area) where people are going are:

	Named Place	%
1.	Primark	18.5
2.	M and S	12.5
3.	Debenhams	11.5

4.	Boots	10.1
5.	Wilko	8.7
6.	Waterstones	8.3
7.	New Look	8
8.	H and M	6.6
9.	Sainsbury's	6.6
10.	T K Maxx	5.2

Two key points to note about these named places: firstly, all are retail outlets and secondly, all are chain stores, which indicates that it is the high street brands which are 'pulling' people into the town centre rather than the independents. The presence of Primark is particularly significant as it is quoted as somewhere where people go by 18.5%. Interesting too is H and M, recently opened, but the eighth most cited place by 6.6% of respondents.

When it comes to non-retail outlets, they are mentioned far less often. The first mention is of banks by 3.8% of respondents and subsequently the Poco Lounge, cited by 3.1% of respondents. The latter is particularly interesting as a relative newcomer to the high street but one which has had an impact.

The top five independent named places that are cited are as follows:

	Independent named place	%
1.	The Filling Station	2.4
2.	Bank House	2.4
3.	Goldings	2.1
4.	Majestic Cinema	1.7
5.	Corn Exchange	1.7

None of these are retail outlets which, on the basis of this feedback, would suggest that there isn't a strong independent retail offer drawing people in.

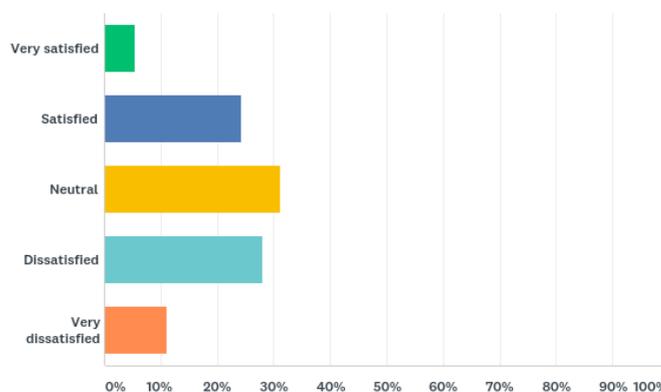
The top five locations that people are visiting in the town centre are:

	Location	%
1.	High Street	12.9
2.	Tuesday Market Place	5.2
3.	New Conduit St	4.9
4.	Norfolk St	4.5
5.	Vancouver Quarter	3.5

The High Street is clearly the main area which people are either aware of or frequent.

**4. Satisfaction with King's Lynn town centre**

Q4 How satisfied are you with King's Lynn town centre?



Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
29.8%		31%	39%	
5.5%	24.3%		28%	11%

The highest number of respondents were dissatisfied with King's Lynn town centre with around a tenth stating that they were very dissatisfied. This is ten per cent more than the number who are satisfied with the town centre. A significant percentage – 31% - feel neutral around the town centre. What this shows us is that we have an opportunity to increase satisfaction amongst the majority of users of King's Lynn town centre.

5. Summarise how you feel about King's Lynn town centre

Q5 In one sentence, can you summarise how you feel about King's Lynn town centre?



This free text question invited people to encapsulate how they feel about King's Lynn town centre. Some of the commonly recurring references were:

Term	%
Shops	29.3
Parking	5.3
Many empty shops	4.2
Coffee shops	3.8
Empty shops	3.8
Closing	2.8
Variety	2.4

There were a range of responses from the very satisfied to the very dissatisfied:

*"Love it!"*

*"Very beautiful but not enough bright colours."*

*"Slightly depressing."*

*"Drab and uninviting."*

*"A bit unloved but a great deal of potential."*

*"Probably the most unwelcoming town I know."*

*"Hooligan town....scared to come into it."*

The top words used to describe King's Lynn town centre now were:

Words	%
Closing	2.8
Variety	2.4
Potential	2.1
Small	1.7
Dated	1.7
Tired	1.7
Poor	1.4
History	1.4
Empty	1.4
Nothing	1.4

Whilst the majority of these words paint a negative picture of the town centre now, the inclusion of potential indicates that people recognise the opportunity that exists for King's Lynn town centre. There is also acknowledgement of the history of the town centre.

## 6. What people enjoy about visiting the town centre

Q6 What do you most enjoy about visiting the town centre?

big great areas close independent look Old buildings Shops open local able Easy  
old parts town centre meeting much generally visit Clothes shopping history  
Meeting friends coffee people work variety shops Pedestrianised food offer  
around Range shops good atmosphere Coffee within enjoy  
coming home see new parking cafes town ease shops  
close together need live Nothing usually go think nice small  
events fairly restaurants Everything s anything walk somewhere  
place places eat drink streets Tuesday Market Place Meeting friends stores  
Old Corn Exchange Historic buildings Close home walk around open space  
compact Everything close home social lot character friends historic

The most commonly cited things that people enjoyed about visiting the town centre:

Reason	%
Shops	22.1
History	9.6
Meeting friends	6.1
Nothing	4.6

Parking - ease	4.6
Coffee – (shops, having coffee)	4.2
Restaurants	3.9
Events	3.9
Food	3.5
Compact	4.4

The shops are significantly what people most enjoy about the town centre followed by the historical aspect of the town centre. The history and character of King’s Lynn is recognised as a clear attribute.

What is of particular interest is the presence of parking in this list given feedback in this survey and the earlier consultation in February. Whilst some of this refers to the cost of parking, there is some positive feedback about the ease of parking rather than the cost. Another interesting point raised here is about the ability that people have to walk around the town centre underlining the size and accessibility of the town centre as a benefit.

### 7. What people don't enjoy about visiting the town centre

Q7 What don't you enjoy about visiting the town centre?



The top reasons cited as detracting from the visit to the town centre are:

Reason	%
Shops	25.1
Parking – (cost)	24.5
Empty shops	16.8
People	8.5*

Traffic	5.6
Bikes	6.6
Buildings	3.9*
Coffee shops	3.1
Nothing	2.8
Litter	1.7

\*People and buildings feedback combined some other remarks and comments but were predominantly negative.

The two biggest reasons why people do not enjoy their visit to King's Lynn are the shops (variety/choice/quality) and the parking cost. These are the main detractors for respondents' use of the town centre. The third most significant issue for people is the empty shops.

### 8. Places impacting positively on wellbeing

Q8 What places, areas or events in Kings Lynn town centre do you think have a positive impact on people's wellbeing?



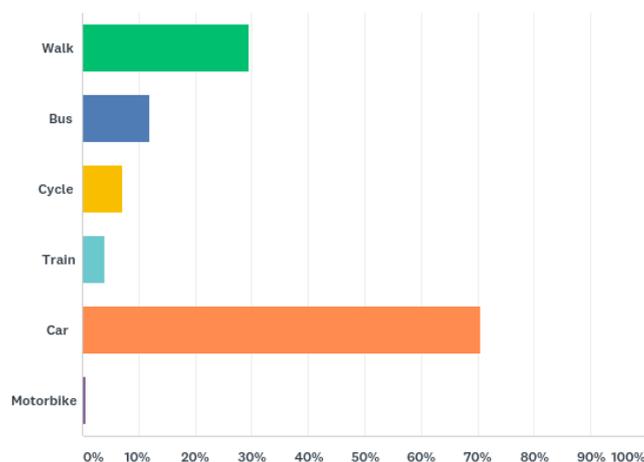
Event/Activity/Place	%
Festival (Festival Too/Hanse Festival/King's Lynn Festival)	35
Events	23
The Walks	14.3
Quay	10

Corn Exchange	9.7
Heritage Open Day	8.7
Heritage	8.06
Tuesday Market Place	7.1
Markets / farmers markets	4.5
Shops	3.2

It is events including festivals and the Heritage Open Day which people feel have the biggest impact on their wellbeing. The place in the town which people recognise as being the most beneficial for wellbeing is The Walks. The Quay is also cited as somewhere that people feel is beneficial for wellbeing.

### 9. How people travel into King's Lynn town centre

Q9 How do you generally travel into King's Lynn town centre?



MODE OF TRAVEL	% RESPONDENTS
Walk	29.6
Bus	11.8
Cycle	7.1
Train	4
Car	70.4
Motorbike	0.6

Most people – 70.4% - travel into King's Lynn town centre by car. This suggests a correlation with the high frequency of references to parking cost. Walking is the second most common form of travel, indicating that a high number of respondents are located within or close by the town centre. The use of the bus is relatively low with just around a tenth using this mode of travel; whether this is by choice or availability of service, it is not clear.

10. What would encourage people to come in or stay longer

Q10 What would encourage you to come into King's Lynn town centre more often/at all (if you never visit) or stay longer when you are here?

High Street evening improved N retailers eating places Better range shops Cleaner  
 children less empty shops visit time long chain looking offer area wider range nice  
 Bigger variety making Less charity shops centre different cafes something shops less  
 will variety hour Less bigger free <sup>places</sup> eat choice especially  
 Cheaper car parking use cheap feel independent retail  
 places seating town range shops Cheaper parking  
 smaller better clothes shops shops coffee shops  
 Free parking stay parking days Better shops  
 H M independent shops buildings spaces <sup>shops</sup> offering  
 parking  
 people pavements restaurants lot Nothing food charges  
 go town centre work stores available Better quality shops safe events  
 Lower need priced live entertainment open pay park car parking music come kings Lynn  
 variety shops vape shops new Banning Also well known local big names  
 Better variety shops good quality park ride shops coffee shops

Theme	%
Shops: variety, choice, quality, type (less of... more of...)	50.2
Parking (cost/free/park and ride)	39.8
Restaurants / cafes	6.6

Unsurprisingly, given the findings around what detracts from people's visits to the town centre, respondents would be encouraged to come in by better choice, type, quality of shops and cheaper or free parking. These are the two single biggest perceived barriers to town centre use and experience.

**11. Where else are people going?**

Q11 What other towns/cities do you visit regularly?



The top ten places where people are visiting regularly are:

1	Norwich	37.7
2	Cambridge	26.3
3	London	19.3
4	Peterborough	14.9
5	Ely	9.21
6	Bury St Edmunds	5.7
7	Swaffham	5.7
8	Downham Market	5
9	Wisbech	4.7
10	Fakenham	4.4

Norwich is the place which is most frequented by respondents. It is worth noting that Norwich, unlike Cambridge, London and Ely, is not accessible via direct train but still draws most people in.

12. What do people like about other places

Q12 What do you like about visiting those towns and cities?

Beautiful Christmas food indoor shopping centre park ride walking events places visit  
 eating places experience going etc buzz friendly atmosphere open spaces much  
 good mix free ones Easy activities Bigger individual restaurants selection N  
 environment Cambridge bars independent shops available culture many  
 stores options range shops Better range shops parking Diversity  
 people varied areas everything market Kings Lynn choice  
 things better Cheap parking shops offers variety relaxing  
 variety shops lots choice Lots wider range shops  
 choice shops made Free parking Local places especially  
 Norwich close Different shops interesting nice visit Vibrant different  
 town retail shops restaurants feel great wider variety history eateries family  
 places interesting independent empty quality Ely architecture change Larger buildings  
 Lynn cafes small need plenty stores bigger eat high street well Clean

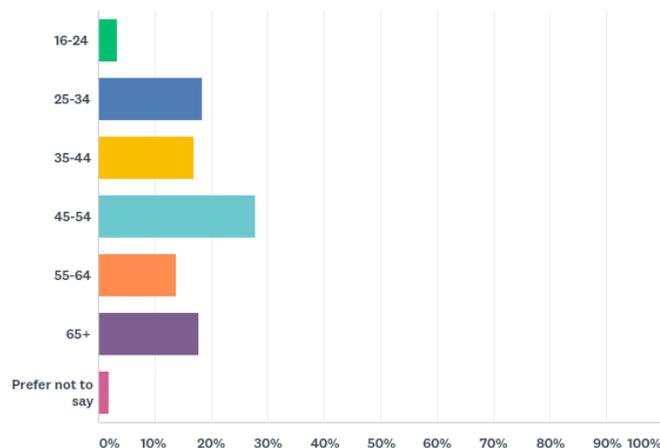
The top ten things that people like about the other towns and cities they are visiting are:

	Reason to enjoy	% mention
1	Shops – choice, variety, quality, independents	57.4
2	Parking – cost, including Park and Ride	13.4
3	Restaurants and eating places	6.2
4	Market	5.8
5	'Feel' – atmosphere, buzz	5.6
6	Size	4.4
7	Culture	4.4
8	Architecture	3.1
9	History	1.9
10	Events	1.9

Again, perhaps unsurprisingly, we see the quality and choice of shops and cost of parking (including Park and Ride) as something which people enjoy about these other towns and cities. What is interesting though is the frequency of mentions (5.6%) of the 'feel' of these places. Whilst it is not articulated as a reason why people do not enjoy their visits to King's Lynn, it is cited as something which they recognise and value in other places.

**13. Age band of respondents**

Q13 What's your age band?



AGE RANGE	% RESPONDENTS
16-24	3.4
25-34	18.4
35-44	16.8
45-54	27.8
55-64	13.7
65+	17.8
Prefer not to say	1.8

The most represented age range in the consultation was those in the 45-54 age bracket followed by those aged 25-34. The least represented age range was those aged 16-24.

**14. Where respondents are from**

Q14 What city/town/village do you live in?



These are the top ten places where respondents are coming from:

	LOCATION	% RESPONDENTS
1	King's Lynn	47.2
2	South Wootton	4
3	Gayton	3.1
4	Watlington	3.1
5	North Wootton	2.5
6	Downham Market	2.5
7	Clenchwarton	1.8
8	Gaywood	1.5
9	Terrington St Clement	1.5
10	Dersingham	1.5

The majority of respondents are from King's Lynn and its surroundings. This survey shows that a number of people are being drawn into the town centre from Downham Market. Further afield, the first place to be cited as people coming from is Norwich at number 13 with 1.2% respondents naming this as their location. This is an interesting finding when considered alongside the responses to question 11 – there is clearly very unequal movement between Norwich and King's Lynn. This could present an opportunity in terms of marketing King's Lynn further afield.

## PART TWO: Breakdown of findings

### 1. BREAKDOWN BY FREQUENCY OF USE

#### a) Top three reasons for visit

For our purposes:

- Frequent – daily, several times a week, weekly;
- Monthly;
- Quarterly;
- Infrequent – annually, less often.

The reasons for coming in vary in line with frequency:

REASON	FREQUENCY OF VISIT			
	Frequent	Monthly	Quarterly	Infrequent
Clothes shopping	67.8	63	52.3	33.3
Restaurants / eating out	63.8	42.4		26.6
Food shopping	49.7			
Banking		31.5	57.1	
Socialising			33.3	26.6

As frequency decreases, there appears to be more of a 'for pleasure' purpose with socialising only appearing as reasons for quarterly or infrequent visits. This is echoed by the appearance of food shopping as a reason by almost half of those who use the town frequently, underlining that there is often a functionality to regular use.

Interesting is the prominence of banking as a reason for monthly and quarterly visits – it was quoted as a reason by over half of those visiting quarterly. This could represent a risk with the move towards online banking.

#### b) Frequency of use and satisfaction

SATISFACTION	FREQUENCY OF VISIT			
	Frequent	Monthly	Quarterly	Infrequent
Satisfied	32	23.6	29.1	31.5
Neutral	33.5	25	20.8	42.1
Dissatisfied	34.4	51.2	49.9	26.2

Satisfaction is highest amongst frequent users and lowest amongst monthly users.

Dissatisfaction is highest amongst those who are using the town centre monthly and quarterly. One reason for this could be that they may be more likely exposed to other centres on a regular basis and have a wider sphere of comparison.

Dissatisfaction is lowest amongst infrequent users. This could correlate with their reasons for visit having a more 'pleasure' focus of socialising or eating out which might be more easily satisfied. It could also be because their visits are sporadic which affords them a different perspective as a visitor with limited experience, knowledge, and expectations of the area.

#### c) Top three modes of travel by frequency of use

SATISFACTION	FREQUENCY OF VISIT			
	Frequent	Monthly	Quarterly	Infrequent
Car	59.6	85.3	100	89
Walk	39.9	14.6		15.7
Bus	13.7	10.6	(4.1)	5.2
Cycle				5.2

As we might expect, mode of travel changes with frequency of visit with walking and bus use most common amongst frequent and monthly users who are likely to live within easy reach of the town centre.

What is striking however are the findings with regard to infrequent use. The recurrence of walking, bus, and cycling as modes of transport suggest that these respondents live within relatively easy reach of the town centre – and yet are only using it infrequently.

#### d) Frequency and location

Those who are using the town centre **frequently** are coming in from King's Lynn and its surrounds - and Long Sutton in Lincolnshire. This suggests that King's Lynn is providing a centre for people living here.



It's a similar picture for **monthly** visitors, with the addition of significant visitors from Downham Market:



**Quarterly** we welcome visitors from further afield - Dereham, Norwich, Fakenham, Cambridgeshire, North Walsham, as well as King's Lynn and its surroundings.

Our **infrequent** visitors are coming from places such as Norwich, Harleston, Syderstone, Aylsham, Shipdham: as we might expect, our infrequent visitors are coming from further away. What is significant though, and which correlates with the travel findings, is that we are also seeing infrequent visitors from King's Lynn, North Wootton, Gayton – people who you might expect to be regular users of the town centre but who are not.

## 2. BREAKDOWN BY PURPOSE

### Satisfaction and purpose of visit

PURPOSE	SATISFACTION %		
	Satisfied	Neutral	Dissatisfied
Leisure / Physical Activity	38.9	35.5	25.3
Food shopping	30.1	31.1	38.5
Clothes shopping	35.1	27.4	37.2
Banking	25.3	33	41.5
Restaurants / eating out	33.9	34.6	31.3
Socialising	37.2	35.2	27.4

Satisfaction is highest amongst those who are coming in for a leisure/physical activity purpose or for socialising, suggesting that when there is a pleasurable element to the purpose of the visit, there is greater satisfaction. Dissatisfaction is highest amongst those coming in for banking and food shopping, potentially underlining a correlation between functionality of visit and satisfaction.

## 3. BREAKDOWN BY AGE

### a) Age and frequency of use

FREQUENCY	AGE BAND					
	16-24	25-34	35-44	45-54	55-64	65+
Frequent	72	63	46	69.6	50	72
Monthly	27.2	28.8	31.4	19.1	27.2	14
Quarterly		3.3	12.9	7.8	6.8	8.7
Infrequent		5	7.3	3	16	6
Never			1.8	1.1		

The age groups coming into King's Lynn the most regularly (daily, several times a week, weekly) are those aged 16-24 and 65+. This could correlate with lifestyle and time, and access to the town centre; it is perhaps significant that these two groups are the most likely to walk into the town centre, suggesting that they are based near to the town centre (see table below).

Respondents in the age group 35-44 are most likely to come in on a monthly basis. Respondents in the age group 55-64 are the most infrequent users of the town centre.

**b) Age and mode of travel**

MODE OF TRAVEL	AGE BAND %					
	16-24	25-34	35-44	45-54	55-64	65+
Car	54.5	76.2	71.7	75	75	56.1
Walk	63.6	33.9	18.8	23.8	25	40.3
Bus		10.1	18.8	12.5	11.3	7
Train	9	6.7	5.6	3.4	4.5	
Cycle		6.7	5.6	13.6	4.5	3.5
Motorbike				1.1		

(All modes of travel that apply)

The car is the main mode of transport for all age groups except for those aged 16-24, a reflection perhaps of age, access, and means to use this as a transport mode. Walking is the predominant way of travelling into the town centre for 16-24 year olds, and it is the second preferred mode of transport for those aged 65+ This may reflect location close to the town centre.

Bus travel is fairly low for all age groups, with those aged 35-44 citing it as their joint second preferred mode of transport. Train use is highest for 16-24 year olds, and 13.6% of 45-54 year olds said they travel in by cycle with 0% of 16-24 year olds travelling in in this way. This is interesting as feedback elsewhere in this consultation cited young people on bikes as something people didn't enjoy about the town centre.

**c) Age and purpose of visit**

PURPOSE	AGE BAND					
	16-24	25-34	35-44	45-54	55-64	65+
Leisure / Physical activity	33.3	14.8	20.4	22.2	20	25.5
Food shopping	22.2	31.4	28.5	37	32.5	60
Clothes shopping	88.8	74	61.2	61.7	57.5	60.4
Banking	66.6	40.7	36.7	53	27.5	55.8
Restaurants and eating out	55.5	70.3	57.1	50.6	35	51.1
Socialising	77.7	44.4	36.7	38.2	22.5	25.5

(All purposes that apply)

As we might expect, 16-24 year olds are primarily coming into town for what might be deemed pleasure, for clothes shopping and socialising. Interestingly, after 16-24 year olds, the age group

most likely to use the town centre for leisure and physical activity are those aged 65+ - this may well be associated with lifestyle and availability of time. Those aged 65+ are significantly more likely to shop in the town centre for food.

Another interesting finding is the 67% of 16-24 years olds – the highest figure of all age groups – who come into the town centre to bank. This seems at odds with potentially the technical literacy and access to online services we might expect of this group. Those coming into the town to eat is fairly evenly spread across all age groups, apart from the age group 55-64 which is an anomaly. Use of the town centre for socialising falls significantly from the 16-24 group to those in the 54 – 65 and above age groups.

**d) Age and Satisfaction**

	AGE BAND					
SATISFACTION	16-24	25-34	35-44	45-54	55-64	65+
Satisfied	36.3	38.8	24.4	31.7	13.6	35
Neutral	27.2	25.4	37.7	31.8	31.8	33.3
Dissatisfied	36.2	35.5	37.7	36.3	54.5	31.5

There are fairly steady levels of satisfaction and dissatisfaction amongst all groups apart from the age group 55-64 which is an anomaly. 54.5% of the 44 respondents in this age group expressed dissatisfaction with the town centre.

Satisfaction is highest amongst the 25-34 age group before falling and increasing again in the 65+ group.

**e) Age and places**

	AGE BAND					
16-24	25-34	35-44	45-54	55-64	65+	
Primark New Look Poco Lounge	Primark High Street M and S	Primark H and M High Street M and S Debenhams	M and S High Street Primark Debenhams Bank House	High Street M and S Debenhams Waterstones Norfolk Street	High Street Norfolk Street Debenhams M and S Tuesday Market Place	

The above are the most frequently recurring answers when we asked people where they go in the town centre. Almost all of the retail outlets mentioned are chain stores. We can also see a trend

moving from more lower price retail outlets such as Primark and New Look towards more mid-market brands such as M and S and Waterstones. There is only one independent place mentioned and that is the Bank House. The High Street and Norfolk Street are the most popular areas for people to visit in the town, with only the over 65s mentioning the Tuesday Market Place.

**f) Age and what people enjoy in the town centre**

	<b>What do you most enjoy in the town centre?</b>
<b>16-24</b>	<ul style="list-style-type: none"> <li>• Shops – good, clothes.</li> </ul>
<b>25-34</b>	<ul style="list-style-type: none"> <li>• Shops – variety, clothes, selection</li> <li>• Food – options, choice</li> <li>• Buildings – old, historic, lovely</li> </ul>
<b>34-44</b>	<ul style="list-style-type: none"> <li>• Shops – range, variety, mix</li> <li>• Accessible – compact, can get around, close together</li> <li>• Events – free, art exhibitions</li> </ul>
<b>45 – 54</b>	<ul style="list-style-type: none"> <li>• Shops – in walking distance, close together, variety</li> <li>• Parking – ease of parking</li> <li>• Local – local businesses, local area, local people</li> </ul>
<b>55 – 65</b>	<ul style="list-style-type: none"> <li>• Historic – architecture, buildings</li> <li>• Restaurants</li> <li>• Coffee shop</li> </ul>
<b>65+</b>	<ul style="list-style-type: none"> <li>• Shops – variety, within walking distance</li> <li>• Old – old areas, old buildings, old fashioned streets</li> <li>• Compact.</li> </ul>

For every age group except the 55-64s, the shops were quoted as the main aspect that people enjoyed. Those in the 34-44 age group quoted the events as something they enjoyed. An interesting comment, with regard to the other comments about parking cost, was that those in age group 45-54 mentioned ease of parking. For those aged 55 and over, the history was something they enjoyed.

**g) Age and what people don't enjoy about the town centre**

	<b>What do you not enjoy about the town centre?</b>
<b>16-24</b>	Shops – lack of diversity, uninspiring. Streets – drab, dirty. Empty – buildings, shops.
<b>25-34</b>	Shops – not enough variety, charity, temporary. Parking – lack of parent/child spaces, expensive, charges. Empty shops.
<b>34-44</b>	Shops – charity, pound shops, cheap. Empty shops Parking – expensive, hassle.
<b>45 – 54</b>	Shops – too many cheap, coffee, lack of independents Empty shops

	Parking – charges.
55 – 65	Shops – too many vaping shops, pound shops, empty shops, poor choice Parking – difficulty, high fees.
65+	Parking – charges, difficulty Shops – shabby, not enough independents, low quality Empty shops.

There is almost complete consistency across all age groups about what they don't enjoy about the town centre, the only exception to this is those in the 16 – 24 year old age group not citing parking, rather streets instead. This perhaps reflects their mode of travel into the town centre.

What this reveals is that no matter what age group, people feel that there is not enough choice and variety of shops to suit their needs, and there are too many empty shops. It also shows that parking is the second biggest thing that detracts from people's visits into the town centre.

#### h) Age and impact on wellbeing

AGE BAND					
16-24	25-34	35-44	45-54	55-64	65+
Festival	Festival Events The Walks Corn Exchange	Festival Events The Walks Markets	Festival Events The Walks Corn Exchange	Festival Events Corn Exchange	Events Corn Exchange Festival Buildings

Festivals – Festival Too, King's Lynn Festival and Hanse Festival – are identified as having the biggest impact on wellbeing. Whilst the historic aspect of the town is mentioned often, it is only amongst the 65 + that it appears in the form of buildings within the top responses.

#### i) Age and other places to visit

The three top other places to visit are:

- Norwich
- Cambridge
- London

For all age groups except for the following:

	What do you not enjoy about the town centre?
55-64	Norwich Cambridge Peterborough
65+	Norwich

	Ely Cambridge
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### 3. BREAKDOWN BY MODE OF TRAVEL

Mode of Travel	SATISFACTION %		
	Satisfied	Neutral	Dissatisfied
Walk	36.8	32.6	30.5
Bus	15.7	31.5	52.6
Cycle	34.7	43.4	21.6
Train	30.7	30.7	38.3
Car	30.9	30.9	37.9
Motorbike	100*		

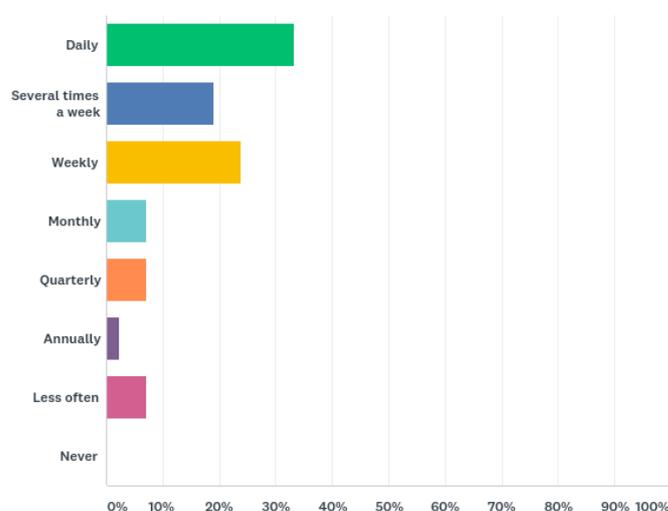
\*Two respondents

We see the highest levels of satisfaction amongst those who are travelling into the town by motorbike (although due to small response numbers, this may not be a representative view), walking and cycling. The highest level of dissatisfaction – by some significance – is amongst those travelling into town on the bus, followed by the train then car. The mode of travel may well be impacting upon the overall town centre experience.

### PART THREE: EXPERIENCE ON THE DAY

We also asked people about their experience on the day through our drop-in sessions and our survey leaflets.

Q1 Apart from for work purposes, how often do you visit King's Lynn town centre?



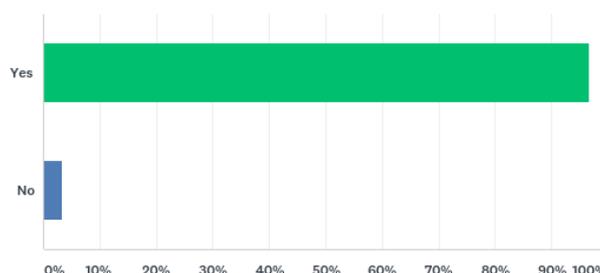
FREQUENCY	RESPONSE %
Frequent	76.1
Monthly	7.1
Quarterly	7.1
Infrequently	9.4

The majority of these respondents are frequent users of the town centre, coming in daily, several times a week, or weekly.

Q1 What is the main purpose for your visit to the town centre today

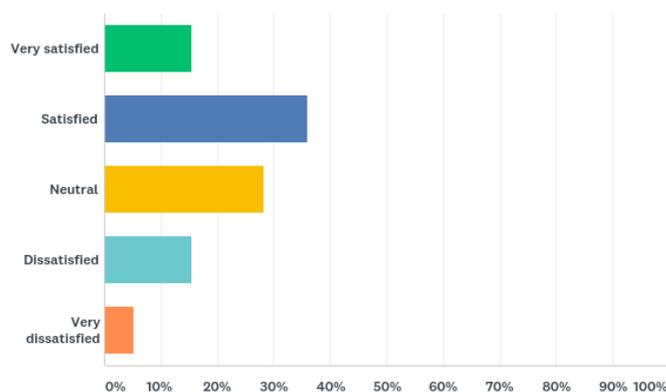
Work visit **Shopping** Christmas shopping

The majority of these respondents were coming into shop/Christmas shop (42%) or were working in the town centre.



We asked people if they had achieved what they set out to. Of those who responded yes or no (29 respondents), 96.5% said yes versus 3.4% no. This could suggest two points: that the town centre is meeting their needs, or, people are coming in with very clear purposes. Given the additional feedback we have received in this consultation, the latter is perhaps more likely.

### 3. Satisfaction with King's Lynn town centre



SATISFACTION	%
Satisfied	51.2
Neutral	28.7
Dissatisfied	20.4

Satisfaction is significantly higher amongst those people who completed the survey on the day, compared to 29.8% overall. This perhaps reveals that the reality of people's experience of the town centre is far more satisfying than the perception and correlates with anecdotal feedback that when people come into the centre, they enjoy it and expectations are often exceeded.

### 4. Two words to describe how you feel about the town centre.

Empty shops **Friendly**

We asked people how they feel about the town centre in two words. The responses were very varied but the two most commonly recurring words cited by the 37 respondents were 'friendly' (13.5%) and 'empty shops' (8.1%).

**5. What did you most enjoy about your visit today?**

Meeting lunch Seeing people shops friends

We asked people what they enjoyed about their visit on that day. As well as the shops, there was strong feedback about enjoyment of the social aspect of the visit – seeing friends, meeting people, having lunch. This correlates with feedback elsewhere in this consultation which revealed satisfaction increases with more pleasurable, less functional purpose and activities.

**6. What didn't you enjoy about your visit today?**

people weather Nothing many shops town  
Empty shops Traffic bus station

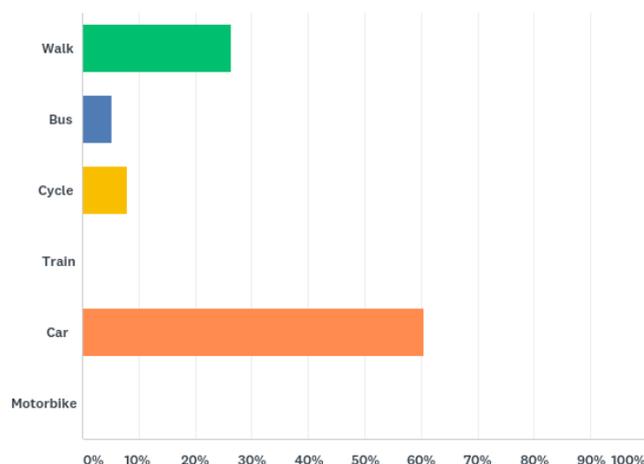
Shops/empty shops was the most frequent response amongst those who completed the survey about their visit. But, a number said that there was nothing that they didn't enjoy about their visit. The bus station and traffic were quoted regularly, referencing challenges around the way that people are coming into the town centre. And, it was interesting to see the weather as another cited theme – something which is very much out of our control.

**7. What would encourage you to come in more/stay longer?**

parking independent shops shops Better less

Similar to what we have found elsewhere in the consultation, the barriers are around the choice/quality of shops and free/cheaper parking.

### 8. How people travelled into the town centre



MODE OF TRAVEL	% RESPONDENTS
Walk	26.3
Bus	5.2
Cycle	7.8
Train	0
Car	60.5
Motorbike	0
Ferry	1 person cited this

The percentage travelling into the town centre by car (60.5%) is less than the figure for the whole consultation (70.4) which perhaps correlates with the high frequency of use by this group, suggesting they are closer to the town centre.

### 9. Where else people are going

WHERE ELSE VISITING	% RESPONDENTS
Norwich	48.4
Cambridge	36.3
Wisbech	12.1

As in the overall consultation, people are mainly visiting Norwich and Cambridge, but with the addition of Wisbech in this survey.

## 10. What do they like about these places

parking Architecture better Different shops market Range shops

As in the overall consultation, people like the fact that the other towns and cities have better choice of shops, and cheaper/free parking. What is interesting to see is architecture quoted by 9.6% of respondents, particularly given that this is a strength of King's Lynn.

## 11. Who are people coming in with

Wife Partner Alone Husband

The majority of people who took part in the consultation on the day were alone (33.3%) or with a wife/husband/partner (33.2%).

**Appendix A: Consultation questions**

1. Apart from for work purposes, how often do you visit King's Lynn town centre?  
Weekly      Monthly      Quarterly      Annually      Less often      Never  
*If never, go to question 10*
2. Apart from for work purposes, what is the main reason for your visits to King's Lynn town centre?  
Leisure  
Food shopping  
Clothes shopping  
Banking  
Restaurants and eating out  
Socialising  
Other
3. What places (e.g. particular streets, specific shops) do you go to during your visit to King's Lynn town centre?
4. How satisfied are you with King's Lynn town centre?  
Very satisfied  
Satisfied  
Neutral  
Dissatisfied  
Very dissatisfied
5. In one sentence, can you summarise how you feel about King's Lynn town centre?
6. What do you most enjoy about visiting the town centre?
7. What don't you enjoy about visiting the town centre?
8. What places, areas or events in King's Lynn town centre do you think have a positive impact on people's wellbeing?
9. How do you generally travel into King's Lynn town centre?
  - a) Walk
  - b) Bus
  - c) Cycle
  - d) Train
  - e) Car
10. What would encourage you to come into King's Lynn town centre more often/at all (if you never visit) or stay longer when you are here?

11. What other towns and cities do you visit regularly?

11a. What do you like about visiting those towns and cities?

12. Where do you live:

Age band:

**Survey leaflet**

1. What is the main purpose for your visit to the town centre today?

2. Did you achieve/get what you wanted during your visit today?

3. How satisfied are you with King's Lynn town centre ?

Very Dissatisfied   Dissatisfied   Neither satisfied nor dissatisfied   Satisfied   Very Satisfied

4. What two words summarise how you feel about King's Lynn town centre?

5. What did you most enjoy about your visit today?

6. What didn't you enjoy about your visit today?

7. How often do you visit King's Lynn town centre?

Daily   Several times a week   Weekly   Monthly   Quarterly   Annually  
Less often

8. Apart from here, what places (e.g. particular streets, specific shops) have you visited/will you visit in the town centre today?

9. What would encourage you to come into the town centre more often/stay longer?

10. What places, areas or events in Kings Lynn town centre do you think have a positive impact on people's wellbeing?

11. How did you travel into the town centre today?

- a. Walk
- b. Bus
- c. Cycle
- d. Train
- e. Car/motorbike

12. What other towns/cities do you visit regularly?

12a. What do you like about visiting those towns and cities?

13. Where do you live:

Age band: 16-24, 25-34, 35-44, 45-54, 55-64, 65+

14. Who are you visiting King's Lynn town centre with today?