

King's Lynn Transport Strategy 2025-2035



Adopted March 2026

Abstract

Preface

The King's Lynn Transport Strategy (KLTS) sets out the transport vision and infrastructure needs for King's Lynn and the surrounding area. It supports the Norfolk Local Transport Plan (LTP), adopted by Norfolk County Council in 2022, by providing a local context for its delivery.

Amid potential changes such as Devolution and Local Government Reorganisation, it is crucial to highlight King's Lynn's needs to decision-makers. Implementing the identified transport measures will be key to driving prosperity, economic growth, and ensuring the town fulfils its full potential for residents and visitors alike.

Strategic transport needs

The adopted Local Plan for land use identifies the designated locations for housing and employment growth. The implementation of several large-scale transport projects would benefit this planned growth.

These strategic initiatives require public funding, as developer contributions alone are insufficient. Viability constraints often limit how much individual developments can contribute, and planning law restricts funding to only those transport measures directly linked to a development.

As a result, broader transport improvements essential for King's Lynn's prosperity and economic growth must be publicly funded. Below are key projects that fall into this category.

Scheme	Details
A10 West Winch Housing Access Road	This scheme provides additional strategic highway capacity to accommodate trips from 4,000 new homes in the West Winch Growth Area (WWGA). It will provide an effective bypass route around West Winch and includes significant accompanying sustainable transport measures to offer choice to the new residents. The scheme is being funded from the Major Road Network (MRN) fund with contributions from Homes England.
A17/A47 Pullover Roundabout improvement scheme	This scheme provides an A47 to A17 flyover required to address daily congestion and delay which affects all travellers including business users. It is in the original MRN programme but the business case requires updating.
A149 improvement	The A149 King's Lynn eastern bypass is carrying daily traffic levels way in excess of the standard of the road and daily congestion and delay is hindering both general and business traffic. Early work is underway to consider localised improvements but the stakeholder and public view is that it should be brought up to dual carriageway standard which would put it in the category of a DfT Large Local Major (LLM) scheme.

A47 Tilney to East Winch to dual carriageway improvement	To improve road user safety, increase capacity to support growth and create a continuous stretch of dual carriageway from Shoreboat Roundabout to East Winch when combined with other A47 National Highways schemes.
Ely Area Capacity Enhancements (EACE) and investigation of other rail improvements	The EACE scheme will increase track capacity at a location where 5 railway lines converge. It will unlock a barrier to providing increased frequency of rail service to Cambridge and London. We are currently awaiting a funding decision from government.

Localised transport needs

To supplement the major schemes outlined above, Norfolk County Council (NCC) has worked in partnership with the Borough Council of King's Lynn and West Norfolk (BCKLWN) to carry out work to update the King's Lynn Transport Strategy (KLTS), originally adopted in 2020. This update incorporates changes in national policy since the pandemic, the new Norfolk Local Transport Plan (LTP), and the Local Cycling and Walking Infrastructure Plan (LCWIP) for King's Lynn, adopted in 2022.

The process has involved refreshing the evidence base, engaging stakeholders and members, and drafting a new Transport Strategy document.

Alongside this, a long list of potential transport interventions has been identified based on new evidence and stakeholder input. These interventions were assessed against the strategy's vision and objectives to create a short list, known as the Implementation Plan. Many of these measures focus on the town centre and surrounding built-up areas. Key schemes from the short list are detailed in the table below.

Scheme	Details
Introduce a Micromobility scheme in King's Lynn	This is the introduction of an e-scooter/e-bike/cycle hire scheme in King's Lynn. It would allow shorter-distance journeys, which might otherwise be undertaken by car, to be replaced using cycles or e-scooters and encourage multi-modal journeys
Sustainable Transport and Regeneration Scheme (STARS) Gyrotory Plus	This scheme comprises new cycle lanes, widened footways and public realm improvements to the town centre gyrotory system on Railway Road as set out in the Kings Lynn STARS scheme. It also includes additional improvements for walking and cycling on roads radiating out from the gyrotory and the Borough Council's public realm enhancement at Baxter's plain which complements other funded regeneration initiatives.

STARS Southgates regeneration	Highway layout changes that convert the Southgates roundabout into two signalised junctions and divert London Road around the historic South Gate. These layout changes are required to facilitate the adopted Southgates Masterplan for regeneration which includes extensive improvements for walking and cycling and the public realm
Renewal of the West Lynn Ferry Infrastructure	Improvements to ferry infrastructure, and ancillary infrastructure, to ensure the service can continue to operate.
Active travel link between the West Winch Growth Area (WWGA) and King's Lynn town centre	This scheme provides a new off road walking and cycling route to connect the West Winch Growth Area (WWGA) to Kings Lynn. It includes a new crossing of the A149 and provides new infrastructure to form a safe active travel route from the WWGA to link with the LCWIP network via Greenyard Way
Develop and implement schemes in the Local Cycling and Walking Infrastructure Plan (LCWIP)	This includes many walking and cycling schemes over an extensive and well defined network. A notable key scheme is a new signalised pedestrian and cycle crossing over Tennyson Road combined with the existing Network Rail railway level crossing.

Summary

For King's Lynn to grow and prosper, supporting transport infrastructure is essential across all travel modes. Residents and visitors need travel options, but given the town's extensive rural catchment, driving is sometimes the only feasible choice due to limited public transport beyond the built-up areas. Additionally, not everyone can transition to walking, cycling, or public transport for practical reasons. Likewise, not everyone is able to transition to the private car if public transport is cut or cycleways lost.

To address this, the updated King's Lynn Transport Strategy (KLTS) balances strategic projects that enhance connectivity with local initiatives designed to encourage sustainable transport for those who can opt for it.

These changes will bring increased connectivity to support economic and housing growth and potentially better health outcomes through improved opportunities for choosing walking and cycling.

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Executive Summary

The King's Lynn Transport Strategy sets out the transport vision for King's Lynn and the surrounding area. It highlights the challenges and opportunities along with the transport infrastructure that needs to be delivered within the short and medium-term to enable growth to come forward sustainably as well as supporting the existing local communities.

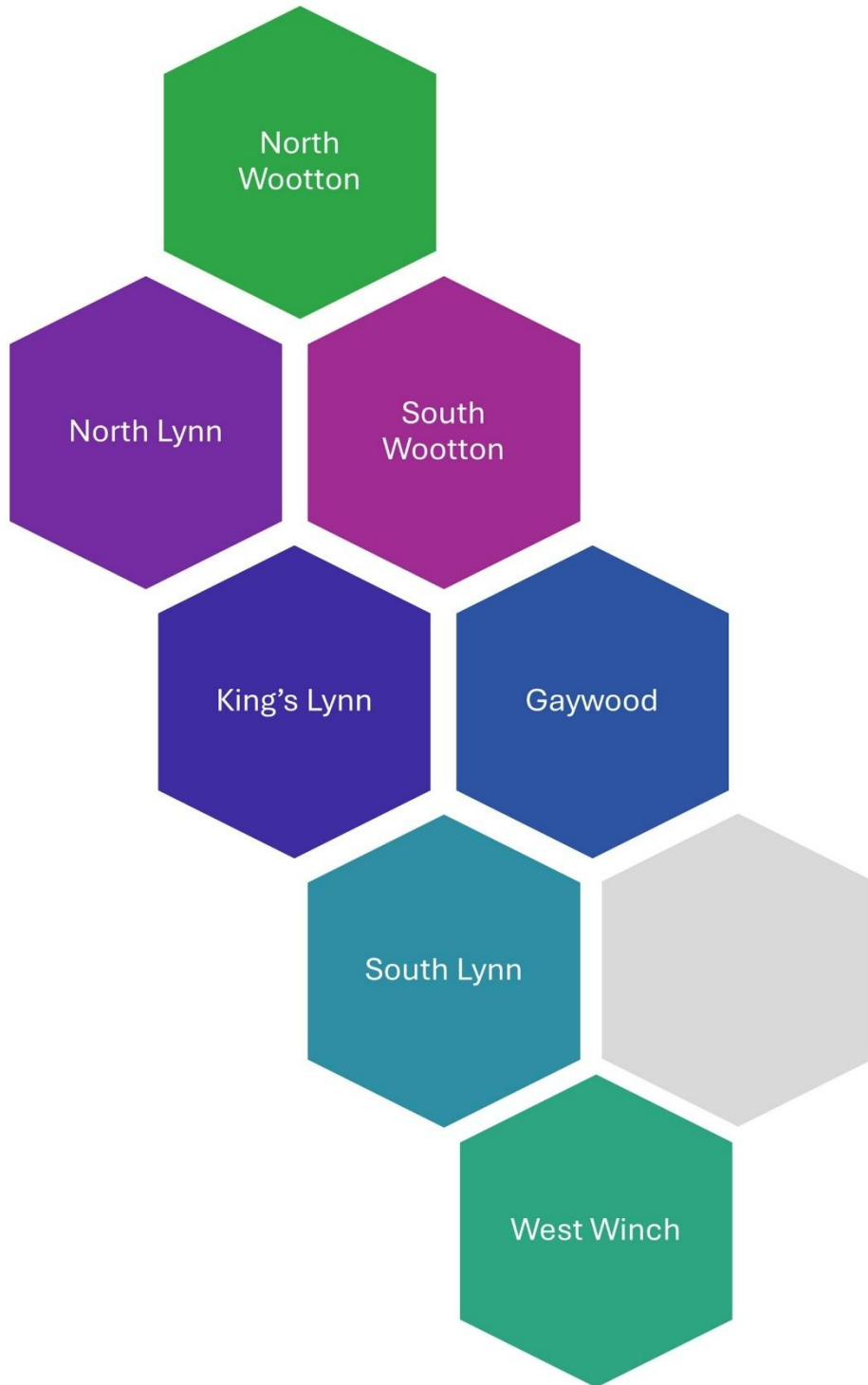
The Strategy will look at transport to 2035 with the area focus on King's Lynn urban area, North Lynn, South Lynn, West Winch, Gaywood, North Wootton, South Wootton. An Implementation Plan is also included which contains a list of possible projects that could support the objectives in the Strategy if funding becomes available.

The previous strategy was adopted by both Norfolk County Council (NCC) and the Borough Council of King's Lynn and West Norfolk (BCKLWN) in spring 2020. Since the adoption of the current King's Lynn Transport Strategy there have been a number of developments, both locally and nationally, that need to be taken account of in this updated King's Lynn Transport Strategy.

The KLTS is being updated to reflect changes in national and local transport policy and travel patterns that have occurred since 2020. These changes include the impact of the pandemic and the development of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) adopted by both NCC and BCKLWN in 2022, which will be outlined in more depth in the 'Policy' chapter.

A highlight since the previous Strategy is the development of the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP), adopted in spring 2022, West Norfolk Economic Strategy (2025), adoption of the Local Plan (2025) and emergence of a masterplan for King's Lynn (2026). This has highlighted the requirement to prioritise support for interventions, particularly for active travel and public transport in key locations in the town centre such as the Gyrotory (one-way) system and the Southgates area.

The Vision and Objectives have been developed in partnership with stakeholders including Borough Council King's Lynn and West Norfolk and consultants WSP have produced an Issues and Opportunities report to support the evidence base for the strategy. They have then undertaken a multi criteria assessment framework (MCAF) appraisal on a long list of potential transport schemes and measures which have been identified by stakeholders and through public consultation. This process has been used to determine a shortlist for an Implementation Plan to ensure projects align with the Vision and Objectives and local and national transport policy.



Areas covered in the King's Lynn Transport Strategy



A47: Credit Borough Council King's Lynn and West Norfolk

Introduction

This document set out the King's Lynn Transport Strategy (KLTS) which has been developed by Norfolk County Council (NCC) working in partnership with the Borough Council of King's Lynn and West Norfolk (BCKLWN).

King's Lynn is a vibrant and diverse market town in West Norfolk sitting on the banks of the River Great Ouse and the second largest town in Norfolk. The [West Norfolk Economic Strategy](#), November 2024, highlights the role of King's Lynn regionally as a critical economic centre in the county and an economic driver for growth and employment. King's Lynn and West Norfolk is also home to nationally significant natural environment and cultural heritage, which drives 10.49m visitors to the area. With a strong agri-tech and manufacturing industry, the area has significant employment in associated processing, manufacturing and advanced engineering.

The King's Lynn Transport Strategy is intended to guide investment to unlock growth by identifying transport barriers to growth and economic development and setting out how this can be achieved.

This strategy sets out to achieve Norfolk's Local Transport Plan objectives including a strong and stable economy, the health and well-being of our residents and reducing carbon emissions. We want to deliver transport interventions that will give King's Lynn better accessibility so people can easily move around and get to services and opportunities. Ensuring King's Lynn and the surrounding areas are better connected will strengthen the quality of connections between locations as well as facilitate sustainable growth. This will help support active lifestyles, health, and well-being.

The King's Lynn Transport Strategy and associated Implementation Plan will concentrate primarily on the Short to Medium term (five to ten years) up to 2035, whilst also identifying some long-term aspirations for King's Lynn transport network (beyond 2035).

King's Lynn is generally well-served by transport infrastructure, which plays a crucial role in its connectivity and economic activities. However, there are areas where enhancements to the existing infrastructure would make a considerable improvement to people's journeys and the choices of how they travel. There can often be high levels of congestion in and around King's Lynn, which can make conditions stressful for drivers, pedestrians and cyclists. People may also choose to drive rather than walk, despite congestion, if they have to cross large, congested roads on foot.

Existing transport infrastructure in King's Lynn includes the Bus Station (King's Lynn Travel Hub), a major interchange for local and regional bus services. This travel hub connects the town with nearby villages and towns, as well as larger cities further

afield, providing essential links for both residents and visitors.

Also in the town centre, King's Lynn railway station offers regular services to destinations such as London King's Cross, Cambridge, Ely and Norwich (via Ely). The rail station is integral to the town's transport network, facilitating both commuter and leisure travel. However, there are opportunities to improve the frequency and some facilities in the station that are currently lacking for the number of passengers that use it.

Vision & Objectives

Vision

To support sustainable economic growth in King's Lynn by facilitating journey reliability and improved travel mode choice for all, whilst contributing to improved health, air quality, safety and protection of the built and natural environment.

Objectives

1. **Growth:** Support the delivery of planned housing growth and development in the Borough
2. **Connectivity:** Enhance connectivity and accessibility for all within King's Lynn
3. **Public Transport:** Promote greater use of public transport in King's Lynn
4. **Active Travel:** Improve the active travel infrastructure to create the right conditions to make it first choice for shorter journeys
5. **Environment:** Improve local air quality and King's Lynn's natural environment and reduce overall transport emissions
6. **Safety:** Improve road safety in King's Lynn
7. **Culture and Heritage:** Protect and enhance King's Lynn's heritage and cultural environment through place-making

Policies

Policy 1: Supporting Growth and New Development. Norfolk County Council will work in partnership, including with developers, to ensure transport measures, including sustainable transport options, support economic growth, new housing developments and employment sites.

Policy 2: Strategic Connections. Norfolk County Council, working in partnership, seek to improve strategic connections between King's Lynn, the port, the surrounding villages, Norwich, Norfolk and the wider region. We will seek improvements to strategic connections including the A47, A149 and key roundabouts like the A17/A47 Pullover junction, Southgates Regeneration Area, the town centre gyratory as well as rail and bus connections.

Policy 3: Parking. Norfolk County Council will work with the BCKLWN to deliver the Parking Strategy that balances the needs of the town with supporting the promotion of public transport and active travel. We will seek improvements that acknowledge the importance of the NCC Electric Vehicles Strategy with regards to EV parking provision.

Policy 4: Bus Services. Norfolk County Council will support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys.

Policy 5: Rail. Norfolk County Council will work with partners to make improvements to King's Lynn Railway Station as set out in the Norfolk Rail Prospectus. We will seek improvements to the line for both the passengers and freight. This will include aiming to make them more reliable, accessible, integrated and provide faster more frequent journeys.

Policy 6: Active Travel. Norfolk County Council will work with partners to support and promote the use and benefits of active and sustainable modes of travel, including supporting schemes in the King's Lynn Local Cycling and Walking Infrastructure Plans to reduce dependency on cars.

Policy 7: Climate Change Resilience. Norfolk County Council, working with stakeholders and partners, will contribute to making the transport network zero emission by 2050 and resilient to the impacts of severe weather and climate change.

Policy 8: Improved Air Quality. Norfolk County Council, working with partners, will seek to reduce emissions from vehicles to improve air quality.

Policy 9: Road Traffic Harm Reduction. Norfolk County Council, working with partners, will endeavour to reduce road traffic collisions and casualty numbers through the safe systems approach. Improvement schemes will aim to address the fear of road traffic affecting vulnerable road users.

Policy 10: Supporting Culture, Heritage and Tourism. Norfolk County Council, working with partners, where possible will seek to protect, promote and enhance the historic environment including existing green infrastructure and enhance the public realm for the benefit of residents, visitors and tourists using a healthy streets approach to make streets attractive and work for all users of the network.

Targets

1. Growth: Secure transport network improvements to support economic growth including new housing and employment sites
2. Connectivity: Secure future improvements to the Strategic Road and Rail Network and at key gateway junctions
3. Public transport: Grow annual bus and rail patronage
4. Active travel: Increase in the number of people walking, wheeling and cycling as monitored as part of the King's Lynn Local Cycling and Walking Infrastructure Plan
5. Environment: Reduce the current number of, and ensure no new, Air Quality Management Areas (AQMA)
6. Safety: Reduce collision numbers from current levels
7. Culture and heritage: Number of transport projects with heritage and placemaking considered as part of delivery.

To support the objectives, policies and targets we will:

- Work with King's Lynn and West Norfolk Borough Council, Department for Transport, National Highways and Transport East to campaign for further investment
- Work with partners to develop local strategic transport projects in the [Norfolk Strategic Infrastructure Delivery Plan](#), which sets out Norfolk county council, and partners' priority projects every year. This promotes projects that will provide significant economic, housing, and jobs growth across Norfolk
- Plan accessibility as part of service delivery, considering how people will be able to access facilities and key services during the planning stage, making them suitable for all users including people with disabilities or restricted mobility
- Make the case for investment in the Strategic Road Network (A47) as part of the A47 Alliance, a group of organisations that campaign for Government to invest money into A47 improvements from Peterborough to Lowestoft. Although Norfolk County Council does not manage or maintain the A47 it seeks improvements, accident reduction, and quick, reliable journey times for longer-distance journeys where there is the highest need.

Key Achievements since the previous strategy

- ✓ Outline Business Case (OBC) has been approved for the West Winch Housing Access Road
- ✓ Developed and Local Cycling and Walking Infrastructure Plan (LCWIP) and delivered some schemes for King's Lynn as part of the Town Deal
- ✓ Developed Sustainable Transport and Regeneration Scheme (STARS) project (Southgates)
- ✓ Developed STARS project (Gyratory and Baxters Plain)
- ✓ Developed Active & Clean Connectivity project (Towns Fund)
- ✓ Tennyson Road crossing feasibility, in the shortlist for schemes in the previous King's Lynn Transport Strategy and highlighted in the King's Lynn Local Cycling and Walking Infrastructure Plan to improve conditions for walkers and cyclists
- ✓ Junction improvements
- ✓ Development of King's Lynn Masterplan and work to inform the development of a King's Lynn Parking Strategy
- ✓ Delivered through the Norfolk Bus Service Improvement Plan (BSIP)
 - King's Lynn Travel Hub refurbishment and Rail Station bus stop layby
 - Queen Elizabeth Hospital exit, Gayton Road
 - Norfolk Lavender junction, Heacham
 - Gold bus stop - Hunstanton
 - Bus stop relocation/traffic light priority
 - Bus stop DDA - ensuring bus stops are compliant with the Disability Discrimination Act to ensure they meet the needs of people with disabilities
 - Travel Norfolk website (Norfolkwide)
 - Bus stop QR boards
 - Tap On/Tap Off ticketing readers
 - King's Lynn town £1.50 fare cap scheme
 - Weekly, Monthly & Group 15% ticketing discount (Norfolkwide) (reduced to 15% from 30th March 2025)
 - Lynx 34/35/36 34 late journey / 35&36 additional Sunday/PH journeys
 - Lynx 39/48 additional Sunday/PH journeys
 - Lynx 35 diversion to serve Castle Rising
 - Lynx 49 additional off peak journeys
 - Lynx 42 additional evening journeys

- Lynx - later journeys KL - Hunstanton
 - Coach services 88/89 (King's Lynn - Thetford) frequency increase
 - Go to Town 3H (King's Lynn - South Wootton)
 - Go to Town 3 frequency increase
 - Go To Town 5 additional am/pm peak journeys.
 - Lynx 48A additional evening journeys
 - Lynx 36 additional evening journeys Thu/Fri (Jun, Jul & Aug only).
- ✓ No exceedances in the air quality objectives were identified during 2024, resulting in 5-continuous years of compliant nitrogen dioxide (NO₂) annual means. In light of the period of compliance, the decision has been taken through council to revoke Gaywood Clock AQMA leaving one AQMA as remaining
- ✓ Investigated West Lynn Ferry feasibility.



Background

Location

King’s Lynn is the largest town in the Borough of King’s Lynn and West Norfolk and it acts as a main centre for key services, major employment and retail for the wider borough. For this strategy, King’s Lynn is defined as the urban area that includes the following neighbourhoods:

- King’s Lynn
- North Lynn
- South Lynn
- West Winch
- Gaywood
- North Wootton
- South Wootton.

However, the strategy will also include transport interventions that form the linkages to other key locations. For example, between the built up areas of King’s Lynn to other settlements in the Borough, like Downham Market and Hunstanton, as well as other key locations outside of the Borough.

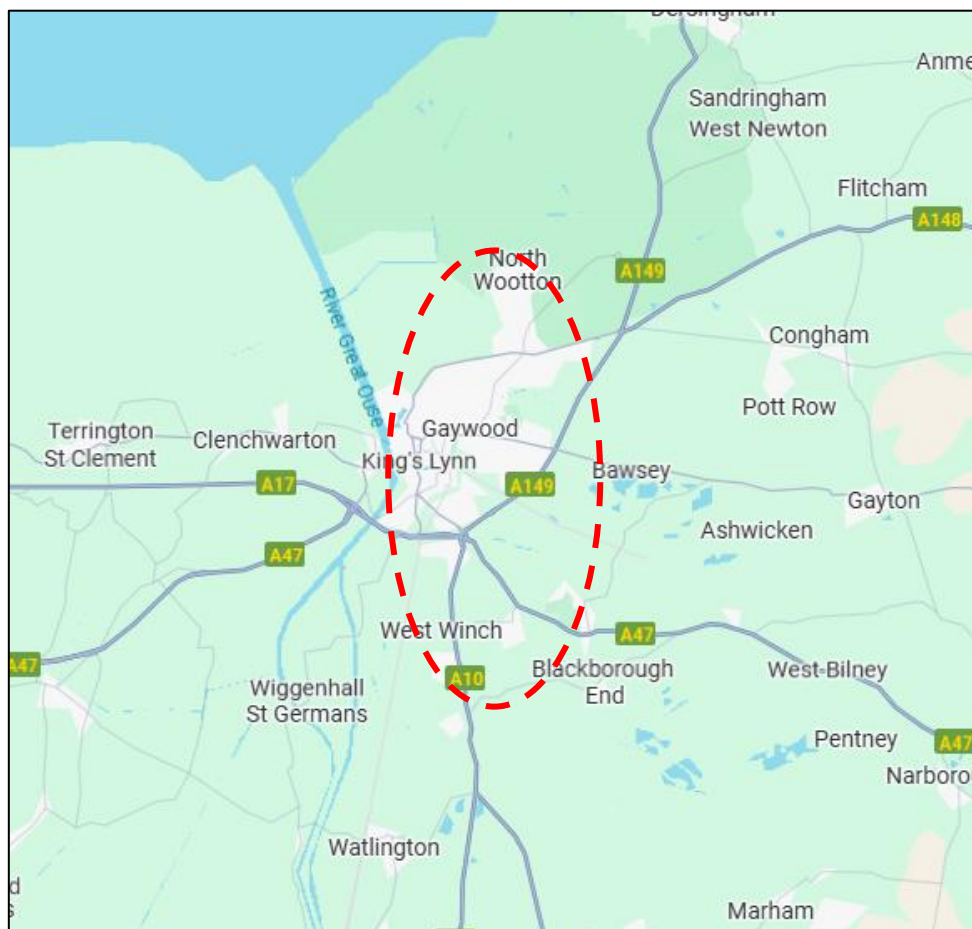


Figure 1: King’s Lynn Transport Study Area

To the west of the town, the River Great Ouse flows in a north /south alignment towards The Wash to the north. While the river has acted as a constraint to the westward expansion of the town, it was also the reason for the town’s historic significance as a port, which allowed the town to become large compared with other nearby settlements. Due to its historic development and importance, King’s Lynn has more than 200 listed buildings and two historic market areas.

The town is divided by the Rivers Nar and Gaywood, which along with the various drains such as Middleton Stop, Bawsey and Pierpoint, plays a significant role in shaping the transport infrastructure. These waterways have created natural barriers that has required the construction of crossings to connect the town. Notably the town features a higher number of foot and cycle crossings compared to motorised crossings.

Year	Population
2011	46,000
2021	48,800
Net change	+6.1%

Table 1 – Usual Resident Population of King’s Lynn (approx.) Source: 2011 – KS101EW, 2021 TS001

As of the 2021 census, the population of King’s Lynn was approximately 48,800 people and had grown by 6.1% since the 2011 census.

Evidence, baseline and current provision

King's Lynn is served by a range of transport infrastructure that provides connectivity to support economic activity. Existing transport infrastructure in King’s Lynn includes the King's Lynn Travel Hub - a major hub for local and regional bus services. This station connects the town with nearby villages and towns, as well as larger cities further afield, providing essential links for both residents and visitors.

Adjacent to the town centre, King's Lynn railway station offers regular services to London King's Cross, Cambridge, and Ely, with connecting services to the midlands and north. The railway station is integral to the town’s transport network, facilitating both commuter and leisure travel.

The demographic data is based on the mid-level super output area (MSOA) level for the area and is slightly different to the study area as the MSOA it is the statistical unit

that combines lower level data to create a larger, more statistically stable area. Therefore, some data is only available in these defined geographical areas.

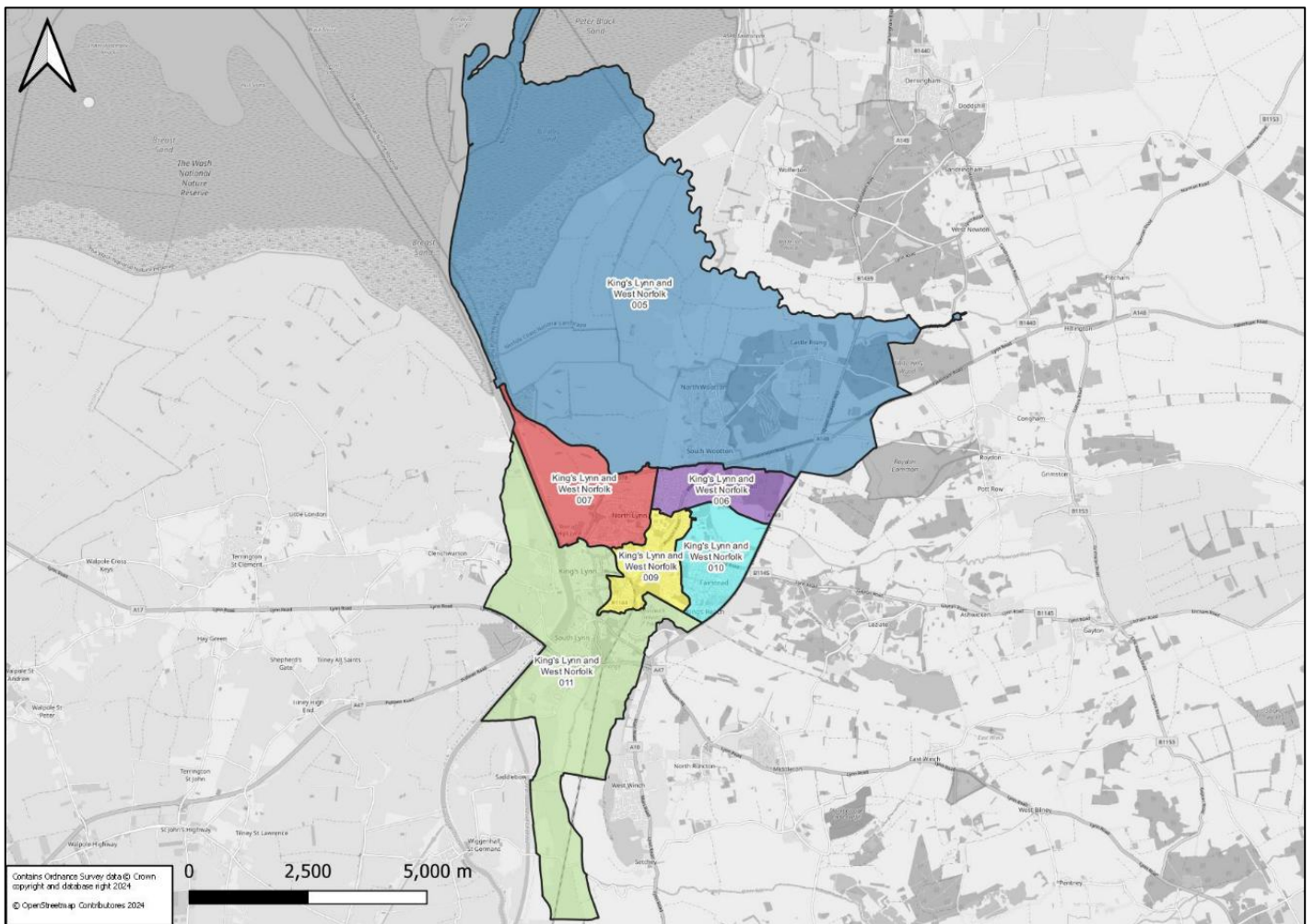
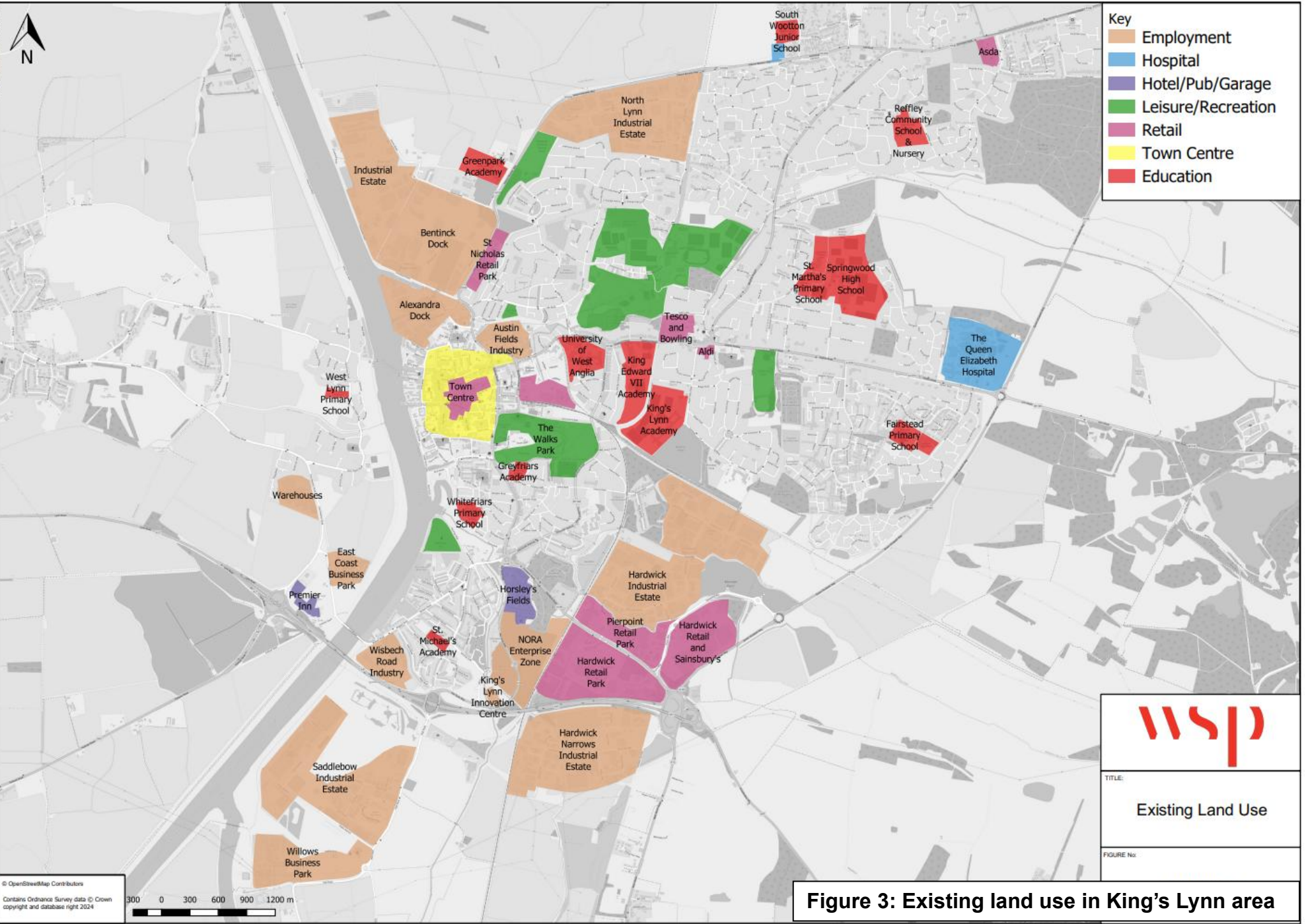


Figure 2: King's Lynn MSOA for Census Analysis

Data on employment, growth and development, freight, and leisure, culture and tourism and education will be discussed further in this chapter. When using Census data for analysing travel movements we have used 2011 as the 2021 Census is unreliable due to the Covid-19 pandemic changing the way people travelled. However, not all transport has returned to pre-pandemic levels with rail numbers improving but still not at the level they were before 2011. Also, nationally we have seen a return to the private car after an initial increase in uptake of walking and cycling during the pandemic.



Key

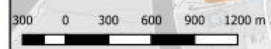
- Employment
- Hospital
- Hotel/Pub/Garage
- Leisure/Recreation
- Retail
- Town Centre
- Education



TITLE:
Existing Land Use

FIGURE No:

Figure 3: Existing land use in King's Lynn area



Employment

The major areas of employment in the King's Lynn area are:

- King's Lynn town centre including Borough Council of King's Lynn & West Norfolk
- Riverside industrial estate (including the port of King's Lynn)
- Hardwick Industrial Estate
- Hardwick Narrows Industrial Estate
- Queen Elizabeth Hospital
- North Lynn Industrial Estate
- King's Lynn Enterprise Park.

Distance travelled to work Across the six King's Lynn MSOA by the distance bands from the census data

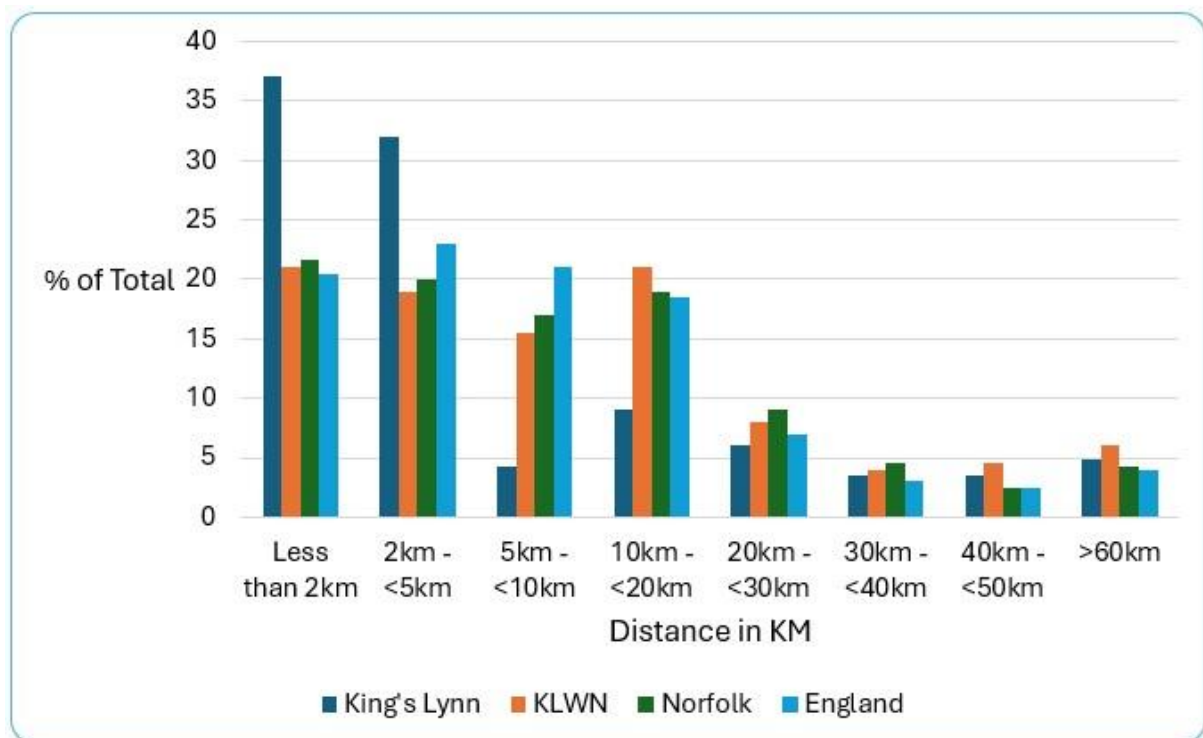


Figure 4: Distance travelled to work

The Origin/ Destination (OD) data from the 2011 census has been used to identify where residents of King's Lynn worked and where people who were employed in King's Lynn lived. Of the 18,840 King's Lynn residents travelling to work:

- 69% worked in King's Lynn
- 82% worked somewhere in the Borough Council of King's Lynn & West Norfolk (BCKLWN) area
- 88% worked in Norfolk
- 11% worked in one of the six districts surrounding King's Lynn and West Norfolk (South Holland, Fenland, East Cambridgeshire, West Suffolk, North Norfolk or Breckland)

Of the over 25,852 employees working in King's Lynn:

- 49% also lived in King's Lynn
- 85% of people employed in King's Lynn live in the KLWN borough area
- 91% live in Norfolk
- 11% live in one of the six districts surrounding KLWN borough.

The workplace destinations in the Census data also shows that King's Lynn area tends to have short travel to work distances, which offers opportunities for transport mode share and mode shift to active or public transport. The Norfolk Strategic Planning Framework (NSPF) notes that the Borough is a self-contained Housing Market Area and slightly more extensive but still self-contained Travel to Work Area. Travel to work destinations outside of Norfolk include Wisbech, Peterborough, and Cambridge. However, currently reliability of train services can make commuting by rail to Cambridge unattractive.

Travel to Work Mode Share

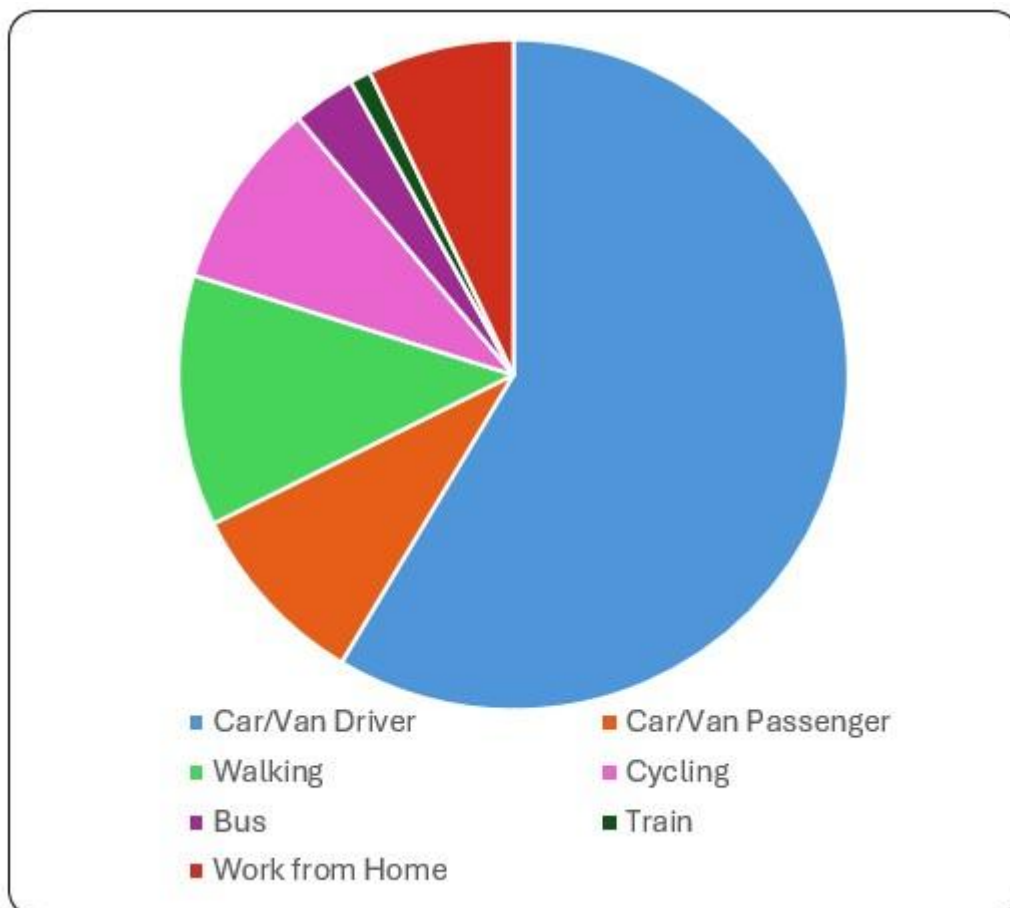


Figure 5: 2011 Method of Travel to Work

Figure 5 shows that in 2011 active modes (cycling and walking) accounted for 21% of journeys to work trips, public transport about 4% and car drivers about 58%. The

public transport mode share is 3% (train and bus). A comparison of the King’s Lynn mode share with the national average for England and Wales is shown below.

Travel Mode	King’s Lynn	England and Wales
Active Modes	20.7%	12.6%
Bus and Train	4.3%	7.2%
Car/Van Driver	57.8%	54.5%
Work mainly from home	7.0%	10.3%

Table 2: Method of Travel to Work Comparison using 2011 Census data

Table 2 shows that there is potential for improvements to active modes to improve experience and measures to encourage greater uptake of public transport. This data is from 2011 as the 2021 Census is unreliable due to Covid-19 pandemic changing the way people travelled in 2021. Therefore, this data does not include the increased uptake of bus use from Bus Service Improvement Plan (BSIP) interventions since 2021. Also, the share of those working from home is likely to have changed dramatically, although likely still below the national average. Due to this BCKLWN and Mobilityways, who provide technology to empower organisations to measure, reduce and report commuter emissions, arranged a separate survey in April 2024. The survey combined the results from travel surveys undertaken with various large employers in the King’s Lynn area.

The Mobilityways survey showed that 72% of respondents were driving alone to work, 8% of respondents stated that they walk/run to work, followed by 6% who cycle to work. 5% of respondents selected car share as their main mode of commuting, alongside 2% who commute by bus. According to the Mobilityways survey only 1% of respondents work from home, compared to 7% in the 2011 census. However, the Mobilityways survey is not across all residents, instead conducted over employees at Queen Elizabeth Hospital, College of West Anglia, North Wootton Academy, King’s Lynn Academy and Eastern Multi-Academy Trust (EMAT) Central Offices, Eastgate Academy, Greenyard, BCKLWN King’s Court and Depot sites.

Growth and Development

The recently adopted King’s Lynn Local Plan sets out land uses in the Borough and shows what has been allocated for housing and employment growth. This includes a large area known as the West Winch Growth Area (WWGA), which will deliver around 4,000 houses, the Nar Ouse Regeneration Area and development via

windfall. Further discussion of future growth can be found in Chapter 1.

Nar Ouse Regeneration Area (NORA) includes over 120 acres of brownfield land located between Boal Quay and the A47, being developed in partnership between BCKLWN, Norfolk County Council, and Homes England. This aims to:

- Regenerate 120 acres underutilised / vacant brown field land
- Bring investment into South Lynn
- Integrate the new development with the existing community
- Use investment in the new community to benefit the existing community

Given the location of the town and the low lying nature of the area, large parts of King's Lynn are at risk of tidal and/or fluvial flooding. This limits the expansion



options, however the areas at lower flood risks are identified in the BCKLWN Local Plan for potential development schemes.

In addition, the Borough Council is developing a new masterplan for King's Lynn which is anticipated to be adopted in Spring 2026. The King's Lynn masterplan will be developed to inform and be a part of the development of a new local plan.

The Masterplan will develop a long term plan for future uses of buildings, sites and public spaces, including the infrastructure that is needed to help people access and move around the town sustainably in King's Lynn. Alongside the proposals for areas which have already been developed to date, including the former Post Office site, Southgates and Baxter's Plain, the masterplan will focus on six other key areas in the town where improvements could make a big difference. These are the former Debenhams, St James Swimming Pool, Common Staithe Quay, Church Street Car Park, part of the Port and Timber Yard area, and West Lynn (former Del Monte and dredging sites). The masterplan will also include opportunities at Boal Quay and public realm proposals for the riverfront, potentially connecting South Quay through Boal Quay to Southgates.

The town also contains the main hospital and Accident and Emergency department for the Borough. In April 2025 the government confirmed funding to rebuild the Queen Elizabeth Hospital, which will bring a state-of-the-art health care facility to King's Lynn. This will deliver health benefits for local communities and benefits for those working at the hospital. The new hospital, which is due to open 2032, will be patient centred, use modern construction methods and will be built through engagement and collaboration to ensure it is fit for future generations.

Leisure, Culture and Tourism

King's Lynn is a significant retail and leisure destination for the local area with major retail parks being located close to the A47/ A10/ A149 Hardwick interchange in addition to the traditional town centre. King's Lynn also has several large supermarkets and distribution centres that produce freight traffic as well as industrial zones in Hardwick, North Lynn, Saddlebow and King's Lynn Port.

King's Lynn historic town centre is home to several museums and significant heritage assets including St George's Guildhall, Lynn Museum, True's Yard Fisherfolk Museum, The Custom House and Stories of Lynn in the King's Lynn Town Hall. Within close walking distance of the town centre King's Lynn's historic riverfront includes bars and restaurants as well as visitor pontoons for short term mooring of boats.

There are several self guided trails highlighting King's Lynn rich heritage and landmarks including the Hanseatic Trail and Maritime Trail, uncovering the rich trading history of the medieval town. Trails taking you further afield are the King

Charles III England Coast Path, the Nar Valley Way from King's Lynn to Gressenhall and the Pilgrimage Trail.

The Vancouver Quarter is a key shopping area in King's Lynn Town Centre providing a variety of shops, services and restaurants for people visiting the town centre alongside the High Street. There is also a variety of leisure activities available in the town including the Corn Exchange, Lynnsport Leisure Centre, Majestic Cinema and St James Swimming Pool.

There are two flagship trails that bring people to King's Lynn and contribute to sustainable tourism, Nar Valley Way from King's Lynn to Gressenhall and Fen Rivers Way from King's Lynn to Cambridge. Both trails offer opportunities for sustainable travel and nature-based tourism, which contribute to the local economy. The Peddars Way and Norfolk Coast Path are also within easy reach of King's Lynn and provide both visitors and residents with diverse landscapes and wildlife to explore on their doorstep.

Education

Education in King's Lynn is spread throughout the town with a number of primary schools serving their immediate and surrounding areas, as well as a smaller number of secondary schools serving wider catchment areas. There are three secondary schools in King's Lynn, which attract pupils from the surrounding villages, often travelling independently.

- King Edward VII Academy
- Springwood High School
- King's Lynn Academy.

King's Lynn Academy has one of the largest catchment areas in Norfolk, with several different bus companies serving the school. Further and higher education is delivered through the College of West Anglia and University Centre West Anglia (ARU), with over 3,000 students.

Policy Context

Local and national policies and strategies are vital in providing context, evidence and direction to how we manage and develop transport locally. Included are some of the most relevant of these policies that have informed this Strategy. Overall, it is evident from the national, sub-national and local policy and strategy context that cycling and walking (active travel) and bus services will play an enhanced and vital role in delivering a greener and more inclusive transport network across Norfolk and in King's Lynn, building on experience and contributing significantly to the journey towards a lower carbon transport network.

National

[Bus Services Act](#), Department for Transport, 2025

The Bus Services Act is a landmark UK law designed to improve the reliability, accessibility, and accountability of bus services across England. It gives local authorities greater powers to manage and shape their bus networks, including the ability to introduce franchising schemes and set up their own bus companies, lifting a previous ban on municipal bus operations. The Act also strengthens protections for “socially necessary” routes, particularly in rural and vulnerable communities, by requiring operators to meet strict conditions before cutting or altering services. These measures aim to prevent sudden route cancellations that have historically left passengers isolated.

[Emerging Integrated National Transport Strategy](#), Department for Transport, 2025

The Department for Transport (DfT) is developing a strategy which will set the high-level direction for how transport should be designed, built and operated in England over the next ten years.

It will set out a single national vision which will put people who use transport and their needs at its heart and empower local leaders to deliver integrated transport solutions that meet the needs of their local communities.

[Emerging Transport Adaptation Strategy](#), Department for Transport, 2024

The Transport Adaptation Strategy is an emerging document aiming to improve climate resilience in the transport system, by enhancing climate adaptation planning and ensuring plans are achieved, by highlighting the need to protect infrastructure, improve response and recovery times from extreme weather events, and enhance the robustness of networks against future risks.

Key initiatives include investing in durable materials, upgrading drainage systems, and adopting smart technology to monitor and respond to climate-related disruptions. The strategy also prioritises collaboration between government, local authorities, and private operators to create a cohesive response to climate challenges, ensuring that transport systems remain safe, efficient, and sustainable for future generations.

National Planning Policy Framework, Ministry of Housing, Communities and Local Government, 2024

The National Planning Policy Framework sets out the Government's planning policies for England and how they should be applied. It provides a framework for providing housing and other development in a sustainable way. The new NPPF states: Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places.

Key relevant changes to the previous policy:

- The promotion of sustainable development
- Local Housing – The new guidance gives local authorities greater flexibility to plan for fewer or higher number of homes than the standard method might suggest, where there are specific local circumstances
- Support for sustainable employment development to support the local economy and provide new jobs
- Density of residential development – Gives local authorities the chance to define “out of character” circumstances in design codes and plan-making
- Beauty is emphasised in strategic policies
- Energy efficiency – Local Authorities given the power to give significant weight to supporting energy efficiency and low carbon heating through building adaptations.

The Government (MHCLG) have published a draft [National Planning Policy Framework \(NPPF\)](#) for public consultation, closing March 2026. Under the proposed new policy, housing targets for King's Lynn and West Norfolk will increase significantly, which require additional infrastructure considerations in order to achieve these.

Plan for Drivers, Department for Transport, 2023

Published under the previous government (Sunak Conservative government 2022-24) this plan highlights the importance of rural mobility and accepts that for those in rural areas cars are a lifeline. The Plan for drivers encourages smoother journeys, more support for EV Infrastructure in the transition to zero emission driving.

- Smoother journeys
- Stopping unfair enforcement
- Easier Parking
- Cracking down on inconsiderate driving
- Helping the transition to zero emission driving.

Decarbonising Transport: A Better, Greener Britain, Department for Transport, 2021

Published by the Department for Transport in June 2021, sets out a bold vision for reducing the impact of travel and transport on our local and global environments. It recognises the challenges and dangers of continued growth in car use and

advocates that making “public transport, cycling and walking the natural first choice for all who can take it”.

[Bus Back Better: A National Bus Strategy for England](#), Department for Transport, 2021

Published in March 2021 forms the cornerstone of our plans for buses in Norfolk, which is structured around the key challenges of ensuring that buses experience a renaissance in quality and use, fuelled by the funding that will be made available by DfT in response to this BSIP.

[Gear Change: A Bold Vision for Cycling and Walking](#), Department for Transport, 2020

Published in July 2020 provides a new standard for making provision for, and encouraging journeys by, active travel modes. Proposals for cycling, walking and buses can work best where they are fully integrated to work hand in hand along travel corridors, and come together at hubs to facilitate onward travel and first/last mile access.

Local

[BCKLWN Local Plan 2021-2040](#), Borough Council of King’s Lynn and West Norfolk, 2025

The Local Plan sets out the vision, strategic objectives, and development strategy for the growth of the Borough to 2040. It provides the planning policy framework to guide the future development of the area, addressing needs and opportunities for housing, the economy, community facilities and infrastructure. It is also the basis for conserving and enhancing the natural and historic environment, mitigating and adapting to climate change, and achieving well designed places.

The new Local Plan identifies a number of housing and employment allocations. The most significant is Site Allocation E2.1 West Winch Growth Area Strategic Policy, located to the south-east of King’s Lynn. This site is allocated to 4,000 new homes which aim to create a new sustainable neighbourhood for the area.

Collectively, the strategic town centre policy, the River Front Regeneration Area scheme and the site allocations mentioned in Chapter 4 provide a planning policy framework for the area covering the economic, social, and environmental objectives of sustainable development.

[King’s Lynn Masterplan Emerging](#), Borough Council of King’s Lynn and West Norfolk (emerging)

The Brough Council is developing a new masterplan for King’s Lynn which is anticipated to be adopted in 2026. The King’s Lynn masterplan will be developed to inform and be a part of the development of a new local plan. This will be prepared in

accordance with the new plan-making system introduced by the Government. A new local plan will be required to respond to the increased local housing need. The ambition is for the King's Lynn Masterplan to work hand in hand with the development of a new local plan to establish a level of consistency, a clear vision and ensure the projects within the masterplan are investable, viable, deliverable and align with planning policy.

The Masterplan will develop a long term plan for future uses of buildings, sites and public spaces, including the infrastructure that is needed to help people access and move around the town sustainably in King's Lynn. This will provide a spatial representation of the vision developed under the Borough Council's 10 Year vision for £20M government funding coming into King's Lynn under the Pride in Place Programme accompanied by clear plans to set out achievable routes to delivery.

Alongside the proposals for areas which have already been developed to date, including the former Post Office site, Southgates and Baxter's Plain, the masterplan will focus on six other key areas in the town where improvements could make a big difference. These are the former Debenhams, St James Swimming Pool, Common Staithe Quay, Church Street Car Park, part of the Port and Timber Yard area, and West Lynn (former Del Monte and dredging sites). The masterplan will also include opportunities at Boal Quay and public realm proposals for the riverfront, potentially connecting South Quay through Boal Quay to Southgates.

[West Norfolk Economic Strategy](#), Borough Council of King's Lynn and West Norfolk, 2025

The West Norfolk Economic Strategy will support the economic growth for all businesses, people and places. The Vision of the Strategy is that in 2045 King's Lynn and West Norfolk is a model for sustainable, active and inclusive rural communities, where the benefits of economic growth are shared widely, and natural and cultural heritage is preserved, enhanced and celebrated for future generation.

The strategy will serve as the anchor and guiding reference for our collective actions over the next 20 years. Working in partnership to design and implement a coordinated action plan aimed at enhancing King's Lynn and West Norfolk economic prosperity and improving the quality of life for all.

[King's Lynn: Culture & Heritage Strategy](#), Borough Council of King's Lynn and West Norfolk, 2025

This Strategy has been designed to identify key cultural investments and initiatives already underway and setting out how they interrelate, identify the cultural objectives for the Borough and set out the next steps required to develop this into a delivery plan. The development of this strategy shows that BCKL&WN recognise the value of arts and culture to quality of life and appeal to younger people.

The Cultural Strategy aims to help King's Lynn through community engagement, better understanding, improved quality of life, increased funding, improved sustainability, increased innovation and improved wellbeing.

[Draft King's Lynn Car Parking Strategy](#), Borough Council of King's Lynn and West Norfolk (emerging)

A study has been undertaken to inform the car parking strategy which is being developed with the scope to identify parking priorities and options which are informed by key stakeholder engagement and identify operational actions required to support delivery of wider strategic objectives. This work has been integrated with the development of the emerging King's Lynn Masterplan to ensure the draft parking strategy reflects the regeneration and development aims of the masterplan and each document supports a clear and shared vision for parking in the town centre. The objectives include:

- Support the vibrancy and vitality of King's Lynn town centre
- Inform effective land use to support wider regeneration objectives
- Provide a strategy which underpins and supports the delivery of the economic strategy, transport strategy and the local plan
- Sustain revenue income streams for the Council
- Reconcile the need for and continued use of car parking spaces with the council's net zero ambitions and the wider climate change agenda.

[Norfolk Local Growth Plan](#), Norfolk County Council, 2024

The Norfolk Local Growth Plan aims to drive economic growth in Norfolk while also promoting inclusive and sustainable development. Themes of the Strategy are Local Business, People and Skills, Infrastructure and Placemaking and Community. It focuses on improving productivity, attracting investment, developing a skilled workforce and addressing inequalities as well as emphasising the importance of the county's natural environment and heritage. It supports public realm through wider regeneration projects aiming for sustainable growth that benefits all residents and communities.

[Norfolk Walking, Wheeling and Cycling Strategy](#), Norfolk County Council, 2024

This is a strategic document that supports Government's target for 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030 to create a healthier and greener Norfolk. The strategy is mostly implemented through delivering the adopted Local Cycling and Walking Infrastructure Plans (LCWIP) and Norfolk Access Improvement Plan (NAIP), which relates to Public Rights of Way, as well as other adopted and emerging plans to ensure walking, wheeling and cycling.

Norfolk [Climate Policy](#) and [Climate Strategy](#), Norfolk County Council, 2024

Norfolk County Council recognises the serious impact of climate change globally and the need for urgent action. The Climate Strategy outlines how the council will use its powers and influence to address climate change across seven focus areas:

1. Norfolk County Council estate
2. Indirect emissions (our organisation's wider carbon footprint)
3. County-wide emissions (transport, buildings and planning, commercial and industrial, energy, digital connectivity, waste)
4. Promoting a green economy
5. Adapting to climate change
6. Space for nature to recover and grow
7. Engage and collaborate

The Climate Policy ensures that the council's approach to climate change, as comprehensively set out in its Climate Strategy, is part of the Council's Policy Framework which guides how the Council is run.

[Norfolk Bus Service Improvement Plan \(BSIP\), Norfolk County Council, 2024](#)

The Norfolk BSIP secured £49.6m for improvements across the County, with additional funding secured in the most recent update. Some of this funding is allocated to implementing general county-wide initiatives and some is targeted at improving journey times, passenger experience and levels of service on key bus corridors.

[Air Quality Action Plan 2024–2029, Borough Council of King's Lynn and West Norfolk, 2024](#)

The Plan aims to reduce concentrations of air pollutants in the Borough Council of King's Lynn and West Norfolk (BCKLWN). There is one Air Quality Management Area (AQMA) designated in King's Lynn: Railway Road AQMA. As set out in the latest ASR (2025) on air quality, and due to the continued period of compliance in NO₂ annual means, the final AQMA (Railway Rd) is to be put forward for revocation in early 2026. This will mean the AQAP will be replaced with an Air Quality Strategy to improve air quality. The AQAP measures are based on six priorities which are as follows:

1. To increase active travel
2. Bus service improvements including Zero Emission buses in King's Lynn
3. To review traffic management projects proposed in King's Lynn for air quality
4. Continue to review new developments for air quality
5. Improved public information
6. Air Quality Project on PM_{2.5}

[Transport Strategy 2023-2025](#), **Transport East, 2023**

Transport East is the Sub-national Transport Body for Norfolk, Suffolk, Essex, Southend-on-Sea, and Thurrock in collaboration with local authorities in the East of England that is developing strategies and programmes around key regional themes – gateways to global markets, multi-centred economic growth and energised coastal areas. The transport strategy sets out a pathway to deliver each of their priorities for the East, creating a net zero carbon transport network and connecting our growing towns and cities.

[Local Transport Plan 4](#), **Norfolk County Council, 2022**

NCC's LTP4, adopted in 2022, sets the strategic direction for the county's transport network up to 2036. It states that the 'priority for reducing emissions will be to support a shift to more sustainable modes and more efficient vehicles, including lower carbon technology and cleaner fuels', emphasising the need for the facilitation of necessary infrastructure. It includes a target for net zero by 2050.

[King's Lynn Local Cycling and Walking Infrastructure Plan \(LCWIP\)](#), **Norfolk County Council and Borough Council of King's Lynn and West Norfolk, 2022**

The King's Lynn Local Cycling and Walking Infrastructure Plan has been produced to define the active travel networks and produce a prioritised list of improvement schemes. These schemes will help to deliver on the Government's Vision for Cycling and Walking, "Gear Change". As part of the LCWIP planning, access to public transport, key transport hubs and future transport hubs are used as a key attractor when developing the prioritised routes. The LCWIP for King's Lynn was adopted by both councils in February 2022, and a Norfolk-wide LCWIP covering the remaining areas including Downham Market and Hunstanton, was completed and adopted in spring 2024.

[Norfolk Electric Vehicle Strategy](#), **Norfolk County Council, 2021**

This strategy addresses one area where we can reduce carbon emissions and sets out six priorities that are being put in place to help support the uptake of electric vehicles in Norfolk, including suitable charging infrastructure. These are:

- Priority 1: Accelerate charge point deployment on our highway network
- Priority 2: Review our own fleet
- Priority 3: Collaborative working
- Priority 4: Update parking and design standards
- Priority 5: Exploration of wider measures including incentives
- Priority 6: Promotional and awareness raising

[King's Lynn Town Investment Plan](#), Borough Council of King's Lynn and West Norfolk, 2021

The Plan sets out a clear plan of action and investment to secure recovery from Covid-19, shift towards a zero-carbon economy and secure the long-term success of the residents and businesses by delivering the following eight projects:

- Youth and Retraining Pledge
- St George's Guildhall and Creative Hub
- Multiuser Community Hub
- Active and Clean Connectivity
- Riverfront Regeneration

[King's Lynn Public Realm Action Plan](#), Borough Council of King's Lynn and West Norfolk, 2021

King's Lynn has a wealth of historic assets and hidden gems waiting to be explored. Forming part of the Town Investment Plan the Public Realm Action Plan sets out the vision for a public realm that provides better connections across the town and creates high-quality public spaces for people to enjoy.

[Climate Change Strategy \(2021-2024\)](#), Borough Council of King's Lynn and West Norfolk, 2021 – updated strategy in preparation

The Borough Council of King's Lynn and West Norfolk is committed to tackling climate change, setting a net zero target to 2035. The strategy consists of two phases: Phase 1 constitutes establishing the reduction of the borough's corporate emissions, which this strategy and action plan will detail. Phase 2 focuses on the borough's role and scope of influence in aiding the reduction of district wide emissions.

This section considers the seven King's Lynn Transport Strategy Objectives that deliver the Vision and sets out how the policies relate to each objective.

Chapter 1 - Growth

Objective 1: Support the delivery of planned housing growth and development in the Borough

The Local Plan was formally adopted by the King's Lynn and West Norfolk Council in 2025. The plan includes policies related to transport, active travel and improvements to infrastructure. With regards to the localised impacts of new development, transport interventions across all modes will be identified to support the planned growth as part of Transport Assessments (TA). These TA will be produced on behalf of developers and submitted to the local authorities and will set out proposed mitigation, across all modes of transport, for the impacts of the development that will be funded by the developer. Norfolk County Council will:

- Work with partners to inform decisions about new development to ensure they are well connected with sustainable and active transport options
- Seek to mitigate any adverse effects of new development on the transport network
- Ensure there is the necessary infrastructure to support the transition to a clean transport network.

It is very evident that expected changes in the way people and goods move could impact significantly on the way our towns and cities look in the future. Whilst we are on the cusp of potential significant change it will be important as part of this update to the Transport Strategy to understand how these changes in technology, behaviour and movement could impact on the transport and travel in King's Lynn.

Housing

As well as expecting high levels of housing growth King's Lynn is also a significant shopping destination for the local area with major retail parks being located close to the A47/ A10/ A149 Hardwick interchange in addition to the traditional town centre.

The Local Plan identifies King's Lynn as a Sub-Regional Centre and a focus for additional growth over the plan period. Given its status as a focus for growth in the spatial strategy, several growth allocations have been identified within the plan period up to 2040. Geographically, these are in the north, centre, east and south of the town, most significantly the West Winch Growth Area. In addition to allocated sites, the Local Plan also provides for a significant level of windfall development in and around King's Lynn to support local housing delivery.

There have been a number of local congestion issues already identified in the previous chapter, as well as other limiting issues with all modes of travel. A holistic approach to addressing these alongside each other will be required to accommodate the level of growth that is currently planned for King's Lynn. In line with government priorities and the Norfolk Local Transport Plan, there will need to be a strong emphasis on encouraging sustainable, low carbon modes of transport to meet national and local targets.

This Transport Strategy aims to consider how these issues can be addressed alongside forecasting for future travel needs to identify and develop measures in the associated Implementation Plan that could enable the planned levels of development to stimulate local economic growth. It will be imperative that active and sustainable modes of travel are developed and supported to promote and encourage continued growth in these modes that already provide a valuable contribution to supporting King's Lynn as a sustainable urban centre.

Employment growth

The King's Lynn Local Plan allocates land for employment areas, which will generate additional trips and will require a transport system that supports it. The Plan has allocated land to ensure new jobs can support King's Lynn as the economic driver for the sub region.

24 hectares of land adjacent to Hardwick Industrial Estate have been identified as a strategic employment site for the County. 23 hectares have been allocated south east of the A47 near the Saddlebow roundabout, east of Saddlebow Road and west of the King's Lynn - Cambridge/London railway line. A further site off Estuary Road would provide an additional three hectares for employment use. Therefore, these locations could offer potential for gaining developer contributions to deliver highway improvements for busses, drivers, pedestrians and cyclists.

Freight

It is vital to understand how goods are moved through the transport network by different modes of transport as well as the profile of supply chains and sectors who rely on freight and logistics, now and in the future. Freight includes road, rail, regional gateways, first last mile and drivers of change for the future of freight. First-mile and last mile delivery refer to the initial and final stages of the transportation of goods and includes parcel pods and cargo bikes.

It is very evident that expected changes in the way people and goods move could impact significantly on the way our towns and cities look in the future. It is vital that we understand how these changes in technology, behaviour and movement could impact on the transport and travel in King's Lynn.

Consultants WSP have been commissioned by Norfolk County Council to support

the development of a high-level study to understand the nature of freight activity in Norfolk. The study has recognised that Norfolk has a tradition of quarrying activity. Contrary to perceptions, there are several active quarries across the county as well as marine resources off the coast that rely on being moved on land for onward distribution. More specifically:

- There are around three to four limestone (chalk) sites situated towards the north of the county in proximity to King's Lynn (such as the rail connected Siblico site) and Norwich respectively.
- There is a high density of gravel pits across the county, even by regional and national standards, as well as a site used for extracting sand. These are based inland. Gravel has been extracted over multiple centuries.
- Norfolk is extremely well placed to capitalise on marine sand (course and fine types) and gravel resources from dredging activity off the coast of Norfolk in the North Sea.
- There are also two sandstone quarries in the county north of King's Lynn and towards Hunstanton. These are the only two sites active across the whole of the east of England.

The mobility insights survey, commissioned by NCC in 2023, brings together a range of data on mobility, travel habits and travel demand. The survey shows that 25% of residents receive grocery deliveries at least once a week, and 47% receive parcels at least once a week. Food deliveries are less preferred, with only 6.2% of people using them once a week and 56% never using them.

Both the Borough and County Council strongly support the Ely Area Capacity Enhancement (EACE) programme, which will particularly increase capacity for freight through this critical junction. Middleton Towers station near King's Lynn closed to rail passengers in 1968. However, it still serves as a freight-loading point for silica sand, for the construction, sports and leisure and agriculture industries, from the local Leziate quarry run by Sibelco UK Ltd.

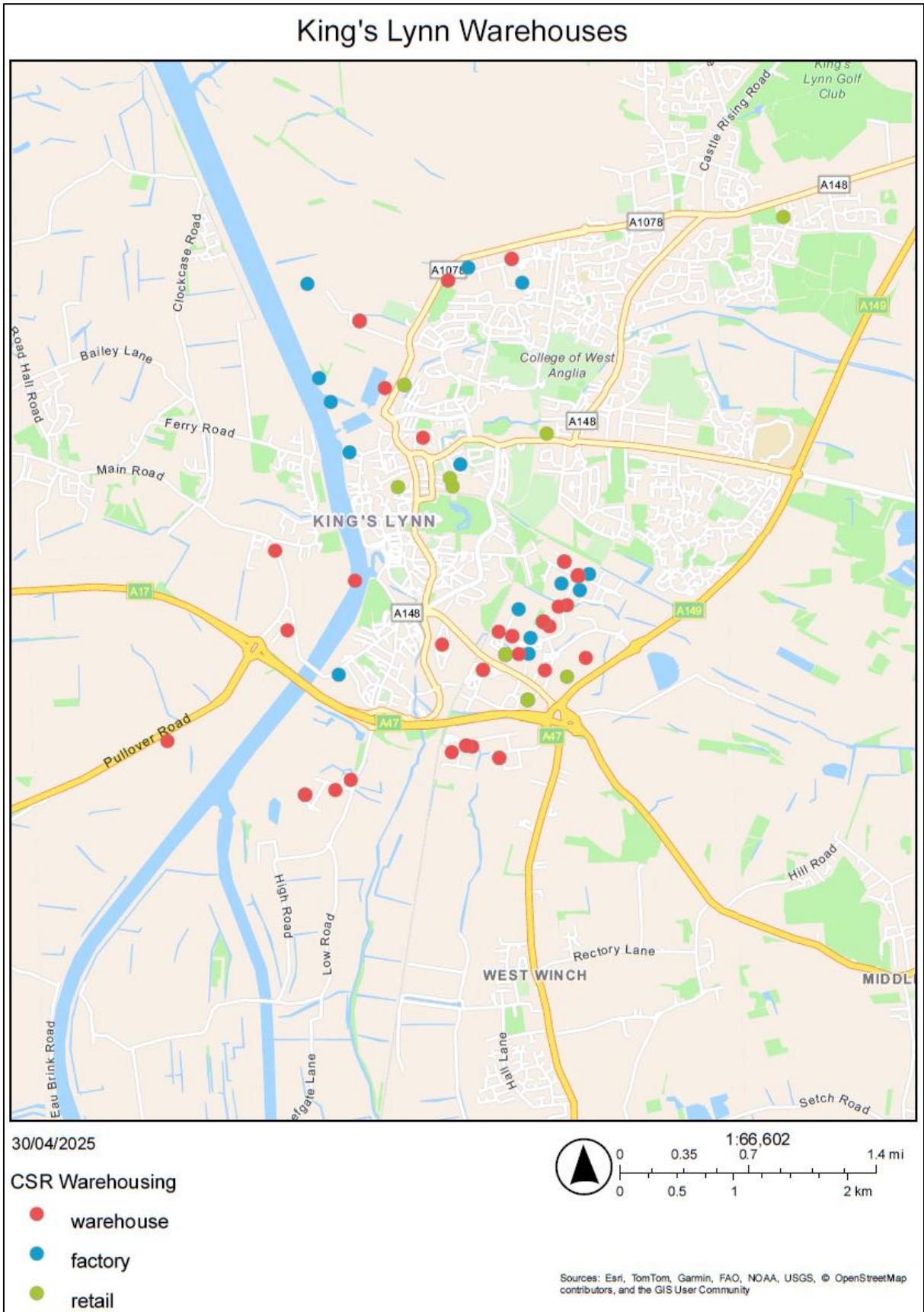


Figure 6: Freight locations in the King's Lynn area

Port

Historically, the port of King's Lynn significantly contributed to the town's growth and prosperity. Although its role has evolved, the port continues to handle a variety of cargo and passenger trips, contributing to the local economy.

Norfolk is impacted by flows of freight arriving and departing from its international ports. This includes the Port of King's Lynn which handles 400,000 tonnes of cargo annually, specialising in agricultural goods, aggregates, and forest products. These are moved via both road and port routes for export as well as domestic distribution.

There is currently no direct rail access to King's Lynn Port, meaning all freight is required to move by road to either a rail freight connection or to its final destination. Further work has been done to look at rail links with the region's major ports, notably the [Transport East Transport Strategy – Unlocking International Gateways](#), Nov 2021. This report found that King's Lynn Port has attracted substantial investment in part due to the increased volume through the port, although it is not considered a major employer in the town. Congestion in and around the town can cause problems for businesses collecting cargo from the Port.

Policies and Targets

Policy 1 Supporting Growth and New Development: Norfolk County Council will work in partnership, including with developers, to ensure transport measures, including sustainable transport options, support economic growth, new housing developments and employment sites.

Target 1 Growth: Secure transport network improvements to support economic growth including new housing and employment sites.

Chapter 2 - Connectivity

Objective 2: Enhance connectivity and accessibility for all within King's Lynn

King's Lynn is located on the eastern side of the River Great Ouse and is bounded on the south by the A47 and to the east by the A149 King's Lynn bypass. Rail connections are in the centre of King's Lynn within walking and cycling distance of services within the town.

The River Great Ouse impedes transport connectivity to the west, creating a barrier with few opportunities to cross by road, other than the A47 and Wisbech Road a little south of the town. There are also large areas of housing that have limited access points, such as at Fairstead and Queen Mary Road which have few access points for vehicles, although there are more for active travel. This is due to the cellular nature of the developments and constraints like the Sandline railway, which takes sand freight from quarries at Middleton Towers.

To enhance connectivity, we will:

- Develop local transport projects in the Norfolk Strategic Infrastructure Delivery Plan
- Plan accessibility as part of service delivery, considering how people will be able to access facilities and key services during planning stage making them suitable for all users including people with disabilities or restricted mobility
- Make the case for investment to the rail network and Strategic Road Network (A47), which the county council does not manage or maintain, to seek improvements, seeking quick, reliable journey times for longer-distance journeys where there is the highest need
- Consider transport interventions that improve access to the King's Lynn Enterprise Park
- Work in partnership with organisations including National Highways, Network Rail and Transport East.

Roads

King's Lynn is readily accessible via several major roads including the A10, A17, A47, A148 and A149. The A47 runs east to west, linking the town with Peterborough, Norwich and Great Yarmouth, and to the longer-distance trunk road network for destinations in the north of England and Scotland via the A1. The A47 is a trunk road and therefore managed by National Highways, highlighting the importance of partnership working in maintaining and improving connectivity in the area.

Three Principal Primary Routes also converge on Kings Lynn, the A10 from the south, the A17 from the west and the A148 from the Northeast. The A10 and A17 are also part of the Major Road Network which is formed of the country's busiest and most economically important local A roads, which are regionally significant. The

A148 is significant in that it serves the heart of Northwest Norfolk and then the North Norfolk Coast at Cromer. The A10 provides a direct route south to London and Hertfordshire and locally to Downham Market, Ely and Cambridge. These roads are vital for the movement of both freight and passengers, supporting local businesses and tourism. The A17 is part of the Major Road Network and is important for regional connections and travel into Lincolnshire.

The A149 starts at the Hardwick roundabout junction with the A47 in King's Lynn, forming the principal connection to Hunstanton and north west Norfolk. The A149 is part of the Principal Primary network where it forms the eastern bypass to Kings Lynn. It continues as the coast road around the Norfolk coast between Hunstanton and Great Yarmouth, providing important tourist and local connections.

There are several large interchanges situated south of King's Lynn, including:

- A47/ A17/ Clenchwarton Road (Pullover roundabout), located to the south-west;
- A47/ A148/ High Road (Saddlebow roundabout), located south of King's Lynn; and
- A47/ A10/ A149 (Hardwick junction), located to the southeast.

To the east of King's Lynn, there are also several roundabouts along the A149 including:

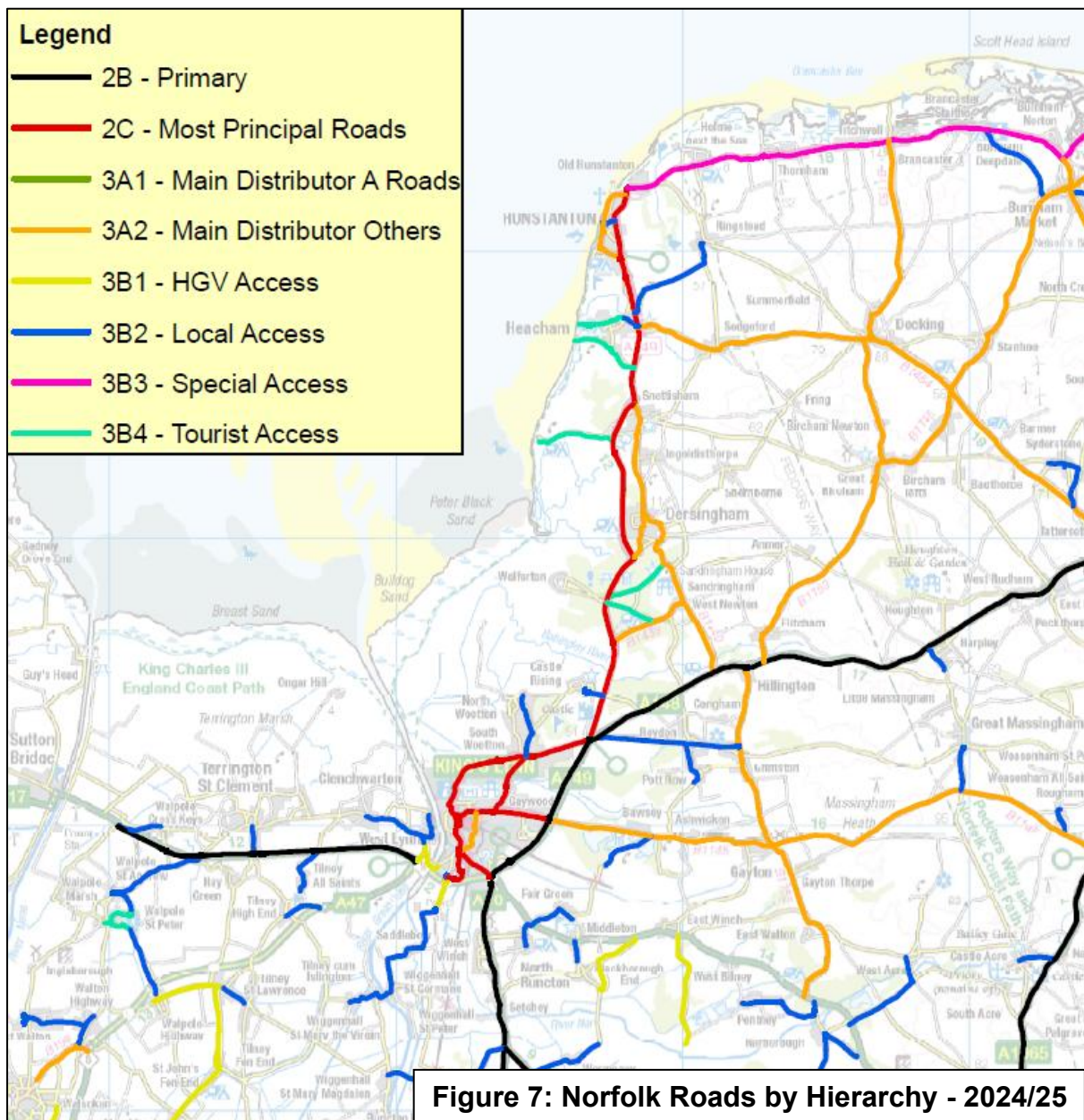
- A149/ Greenyard Way (Jubilee Roundabout) providing a connection into the northern end of the Hardwick Industrial Estate
- A149/ A1075/ B1145 roundabout, providing a connection to the Gaywood area and hospital to the west and several villages to the east
- A149/ A148 (Knight's Hill) roundabout providing access to South Wootton area to the west and the destinations along the A148 described above
- The final access to the King's Lynn area is at a staggered priority A149/ Castle Rising junction between Knight's Hill and Babingley, providing access to Castle Rising and North Lynn.

Through the town centre vehicles are guided through the one-way gyratory system which can form a barrier for local walking and cycling trips, especially between the rail and bus stations which can be found on the east and west sides respectively.

Norfolk County Council has a well-established Route Hierarchy which forms the basis for many of its routine activities such as inspections and winter service. The Route Hierarchy is comprehensive and outlines the network for all road user types. It identifies routes that are most suitable for long distance journeys, for goods vehicle access, for tourism and for accessing settlements among others. The Transport Asset Management Plan (TAMP) is the approach that NCC takes to managing its

transport and highway assets, the Route Hierarchy is part of this. It sets out that priority for improvements should be based around the agreed Route Hierarchy.

The Route Hierarchy is not static and should be regularly reviewed, often implementation of larger scale projects are a good trigger for this to take place as they can influence traffic patterns or access routes. **Figure 7**, below, is a map showing the current route hierarchy within the study area.



Car Parking

There are a number of council and privately owned car parks around King's Lynn. The car parks in the town centre area are primarily borough council owned, while

there are also large car parks at the retail park areas and supermarkets.

The Borough Council of King's Lynn and West Norfolk (BCKLWN) Car Parking Strategy for King's Lynn has been developed to a draft in 2025. This work is now aligning with the development of the emerging King's Lynn Masterplan. This will consider development across the town centre alongside consideration of parking and surface car parks which will guide interventions in car parking for the town. The strategy aligns with the long-term strategic approach for developing King's Lynn town centre whilst allowing flexibility for it to evolve in response to changing longer term travel patterns. It will help ensure that the needs of existing and future businesses and residents within the borough, as well as visitors and commuters to the town, will be met.

Congestion

An assessment of congestion hotspots in King's Lynn has been undertaken through information gathered from Google Maps and most hotspots occur around the junctions on A47, A148 and A149. Within the town the gyratory has high levels of congestion in peak hours.

Due to lack of significant route choice in the highway network within King's Lynn and the limited alternative routes available, when incidents occur, either within the town or on the strategic network (A47 and A149), excess traffic congestion can occur.

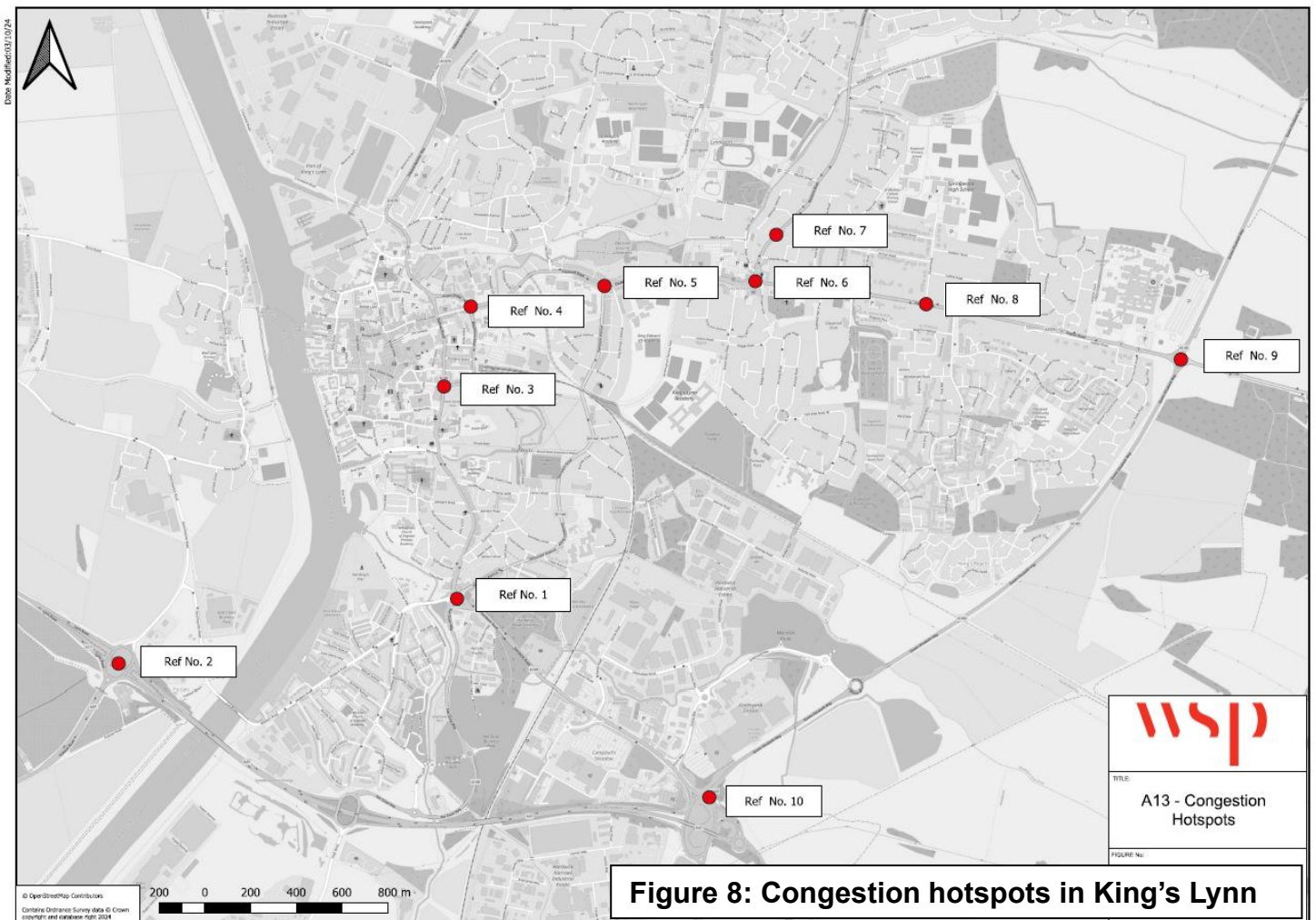
Due to King's Lynn area's location it is also noted that there can also be issues on the highway network as a result of leisure and tourism traffic accessing the north Norfolk coast and nearby towns to the north of King's Lynn. This is further compounded in seasonal peak periods due to the potential for traffic on the A47/A149 to divert through the built up area of King's Lynn.

Congestion on Hardwick Road can be an issue for vehicular traffic, particularly for buses. Gayton Road / Gaywood is a major route from all the residential estates to access central King's Lynn with no alternative route available for vehicular traffic. Congestion on the A10 through West Winch on the approach to the Hardwick junction is also problematic and gives rise to amenity issues for the residents in terms of local access and the general impact of traffic.

The Southgates and London Road route through the town (A148) experiences high levels of congestion in the peak hours and increased journey times. Although sustainable transport will be prioritised, inevitably there will be more travel and trips with the planned housing growth, exacerbating existing issues. Investment in the transport infrastructure to support the additional development is required.

When incidents occur on the highway network either within King's Lynn or on the

surrounding strategic highway network (A149/A47) there are limited alternative routes to deal with this resulting in congestion and delay on the existing highway network.



Within King's Lynn historic street layouts can lead to congestion on some corridors and a lack of space to provide facilities for all different types of user of the network. The central gyratory in the town centre experiences air quality issues, particularly on Railway Road and London Road.

It is vital to ensure that people can access facilities and destinations as part of daily lives and Norfolk's Local Transport Plan acknowledges that unless we help people to use more active travel modes, there could be an increase in congestion and higher levels of air pollution.

A recent car-sharing initiative at the Queen Elizabeth Hospital in King's Lynn, which ran between September 2024 and January 2025 is helping staff reduce solo car journeys and cut carbon emissions. The project was delivered by Connected Places Catapult, funded by the Department for Transport, with the IVORA car-sharing trial led by Mobilityways. Using tools such as a travel-logging app and smart sensors in

the car park, the project identifies staff who could share trips, walk, cycle, or use local bus services.

Results show strong potential, in just a few months staff saved over 1,200 journeys and more than 15,000 car miles. The scheme is also helping the hospital prepare for upcoming construction that will reduce parking capacity, while supporting wider goals to ease congestion, improve rural transport options, and lower emissions. The Mobilityways' Travel Survey revealed that 93% of staff which is more than 4,000 employees, had a sustainable commuting option. We therefore support and encourage broadening car sharing initiatives, and car clubs, out to other areas and employers if funding becomes available.

Rivers

The King's Lynn ferry is a regular passenger ferry service connecting the historic centre of King's Lynn and West Lynn across the River Great Ouse. The only access to King's Lynn from the west by road is Wisbech Road/Clenchwarton Road or the A47 and the only other road crossing is at Wiggshall St Germans much further south. The ferry provides a convenient service for commuters and shoppers who wish to avoid travelling and parking in the town centre. However, due to the type and nature of boarding the vehicle the service is not fully accessible so is not a route of access that can be used by everybody.

Ferry, rail and integrated transport will be discussed in more detail in the Public Transport chapter.

Policies and Targets

Policy 2 Strategic Connections: Norfolk County Council, working in partnership, will improve strategic connections between King's Lynn, the port, the surrounding villages, Norwich, Norfolk and the wider region. We will seek improvements to strategic connections including the A47, A149 and key roundabouts like the A17/A47 Pullover junction, Southgates Regeneration Area, the town centre gyratory as well as rail and bus connections.

Policy 3 Parking: Norfolk County Council will work with the BCKLWN to deliver the Parking Strategy that balances the needs of the town with supporting the promotion of public transport and active travel. We will seek improvements that acknowledge the importance of the NCC Electric Vehicles Strategy with regards to EV parking provision.

Target 2 Connectivity: Secure future improvements to the Strategic Road and Rail Network and at key gateway junctions.

Chapter 3 - Public Transport

Objective 3: Encourage greater use of public transport in King's Lynn

Bus services within King's Lynn are focussed on the bus station just off Railway Road. There are good pedestrian and cycle links between the bus and railway station, but bus services suffer reliability issues as they need to traverse the central one-way Gyratory system. Currently, there is limited bus priority provision in the town as the width of the highway network has precluded this to date. There is a very good bus only sustainable transport corridor on Hardings Way but this is not on the main desire line for travel so not used as much as it might be.

To encourage greater use of public transport we will:

- Deliver Bus Service Improvement Plan (BSIP) projects to achieve its key outcomes including increased patronage and accessibility in rural areas
- Engage with Rail operators and Network Rail/Great British Railways to ensure services, stations and changes to services are meeting the needs of local people

Bus Patronage

In general, bus services in King's Lynn operate at relatively good frequencies during weekday daytimes but are typically infrequent before 8am and after 6pm and on Saturdays and Sundays. The Bus Service Improvement Plan (BSIP) funding allocated to NCC has gone some way to fill these gaps in services, where there is good evidence of need. The BSIP funding has also helped the recovery of bus patronage lost during the Covid-19 pandemic.

A review of bus services has been undertaken looking at services to some key destinations within King's Lynn including the hospital, college and several retail and industrial areas. This will guide where there are opportunities to make improvement to bus journeys and therefore increase patronage.

King's Lynn Bus Station

King's Lynn bus station is situated off Market Street, at a central location to the town, and is well integrated within the town centre. It serves the surrounding villages, towns and rural areas. The bus station comprises a canopy covered area for passengers with a series of drive in, reverse out bus stops. There is both printed and electronic bus information available for passengers, toilets and seating and CCTV ensuring passenger safety.

The bus station was refurbished in 2016 and follow-up surveys suggested that users were content with the improvements that were made. Further improvements are being made in 2025, through BSIP funding, which includes bus bay and roof

improvements, real time information boards (RTI) and upgraded signage.

The town centre gyratory creates a challenge for bus services and reliability can be severely affected by traffic queuing on this key part of the road network. Bus services from the north and the east must travel south past the rail station along Blackfriars Road and Railway Road to access the bus station which can add delay to the journey during the peak hours.

The bus service frequencies vary across the town with a high concentration of bus services on Gaywood Road (A148) and also to the Queen Elizabeth Hospital. Most residential areas have at least three buses per hour including North Wootton. South Wootton has a lower bus service frequency overall at one to two buses per hour.

A number of local circular routes operate alongside inter-urban services and connections to the rural communities outside King's Lynn. Places served include Hunstanton, Wells, Cromer and Fakenham to the east; and Wisbech and March to the southwest. Further inter-urban routes also exist to key destinations along the A47 and A17 including Peterborough, Norwich, Dereham, Swaffham and Spalding.

Bus Priority

There are currently four locations in King's Lynn where measures to assist the priority of buses are available:

- Bus and cycle only route on Hardings Way from the junction with Wisbech Road to Boal Quay car park which is enforced by Automatic Number Plate Recognition (ANPR) cameras – this route is currently seldom used by buses, in part, because there are no houses and hence limited passenger demand, which reduces the revenue and commercial viability, of bus services when compared to using the parallel routes
- Bus priority signals at the bus stop outside the rail station
- Bus lane on Stonegate Street up to the junction with Tower Place
- Bus lane on Millfleet up to the junction with London Road.

King's Lynn Railway Station

King's Lynn Railway Station provides the rail connections for King's Lynn and the surrounding area, with the nearest alternative stations being Watlington, approximately seven miles, and Downham Market, approximately 14 miles, to the south of King's Lynn. The Office of Road and Rail (ORR) Estimates of Station usage 2023-24 was 789,204 passengers, which shows a steady increase since the dip due to Covid-19. Although passenger numbers have not recovered to the same levels of 2019/20 (pre Covid-19) King's Lynn is still the second most used station in Norfolk, after Norwich.

Train journeys to work accounted for 1% mode share for travel to work (Census

2011). However, the commuting area for King's Lynn shows that 69% of people worked in King's Lynn and 82% worked somewhere in the Borough Council of King's Lynn & West Norfolk area so there is little opportunity to encourage more commuters to use rail.

King's Lynn is the northern terminus for the Great Northern rail services from London King's Cross. Most rail services from King's Lynn run to London King's Cross, with a stopping service to Cambridge then non-stop to London. Before changes to their timetable made in May 2023, Greater Anglia also ran services to King's Lynn from London Liverpool Street, however, these services were withdrawn to allow for more frequent services to King's Cross.

The journey time to Ely is 30 minutes; Cambridge 50 minutes; and London just under two hours. The rail service is therefore attractive for both commuter weekday and leisure weekend destinations with services running every hour and every 30 minutes at peak times.

For the level crossings that are in active use, these are activated for inbound and outbound trains to King's Lynn and therefore the barrier is down twice an hour through the day and four times per hour during the peak hours. On average the barrier is down for approximately two minutes for each train.

Early discussions with some Borough Council members have indicated the desire to see additional new railway stations to serve a parkway demand and/or park and rail services to the town centre. The feasibility of possible locations for a second station has been investigated by Norfolk County Council along with further passenger demand modelling. Initial investigation has found that the largest barriers to a new station are mitigation for flood risk and travelling distances from employment/residential areas increasing reliability on cars to access the station.

The Norfolk Rail Prospectus was adopted by Norfolk County Council Cabinet in March 2025. This document sets out the priorities for improvements at King's Lynn Railway station and services to it, currently operated by Great Northern. Priorities include:

- Half-hourly frequency, King's Cross-Cambridge-King's Lynn
- Later trains from London to King's Lynn and services regularly throughout the day
- Infrastructure improvements at Ely (Ely Area Capacity Enhancements) to allow half hourly frequencies
- Infrastructure improvements including platform extensions and station works, track/signalling works to achieve higher lines speeds, gauge clearance, and modifications to overhead line equipment
- Reinstatement of the double track line throughout to King's Lynn
- New sidings at King's Lynn to accommodate longer trains
- Increase or at least maintain staffing levels
- Retain ticket office

- Increase covered cycle parking
- Provision of Wi-fi
- Bus destinations to be shown on modern customer information screens
- Enough toilets for the level of station usage, currently there is only one female public toilet.

We would support any review of timetables that allow for better connections between rail and bus to ensure better integration of public transport.

West Lynn Passenger Ferry

The West Lynn Passenger Ferry allows transport over River Great Ouse providing a link between West Lynn and King's Lynn which avoids a much longer vehicular route via Wisbech Road into King's Lynn. The ferry service is often referred to as the "steps ferry" due to historic use of steps leading down to the riverbank where it docks. Free parking is available at the West Lynn terminal. The service is operated by West Lynn Ferry Ltd and has been running since 1285 in various guises.

As of November 2025, the ferry service ran from Monday to Saturday between 7am and 6pm and at peak times the ferry runs continuously (7am to 9am and 5pm to 6pm). However, the service can be suspended due to weather or tide conditions and, due to the nature of boarding the ferry, the service is not disability friendly.

Unfortunately, the ferry service was stopped for safety reasons in January 2025 relating to both the ways the boats are operated and the condition of the steps and jetties. Working in partnership, the BCKLWN, NCC and the ferry operator addressed these issues and the service resumed. The BCKLWN has also allocated funding to investigate affordable options to address the deteriorating ferry infrastructure. The King's Lynn Masterplan is also investigating potential uses at the opportunity sites to the south of the West Lynn terminal on the riverfront including the potential for increased parking provision to encourage better use of the ferry for travel into King's Lynn from the west.

Notwithstanding, there are a number of issues that affect the ferry operation including the following:

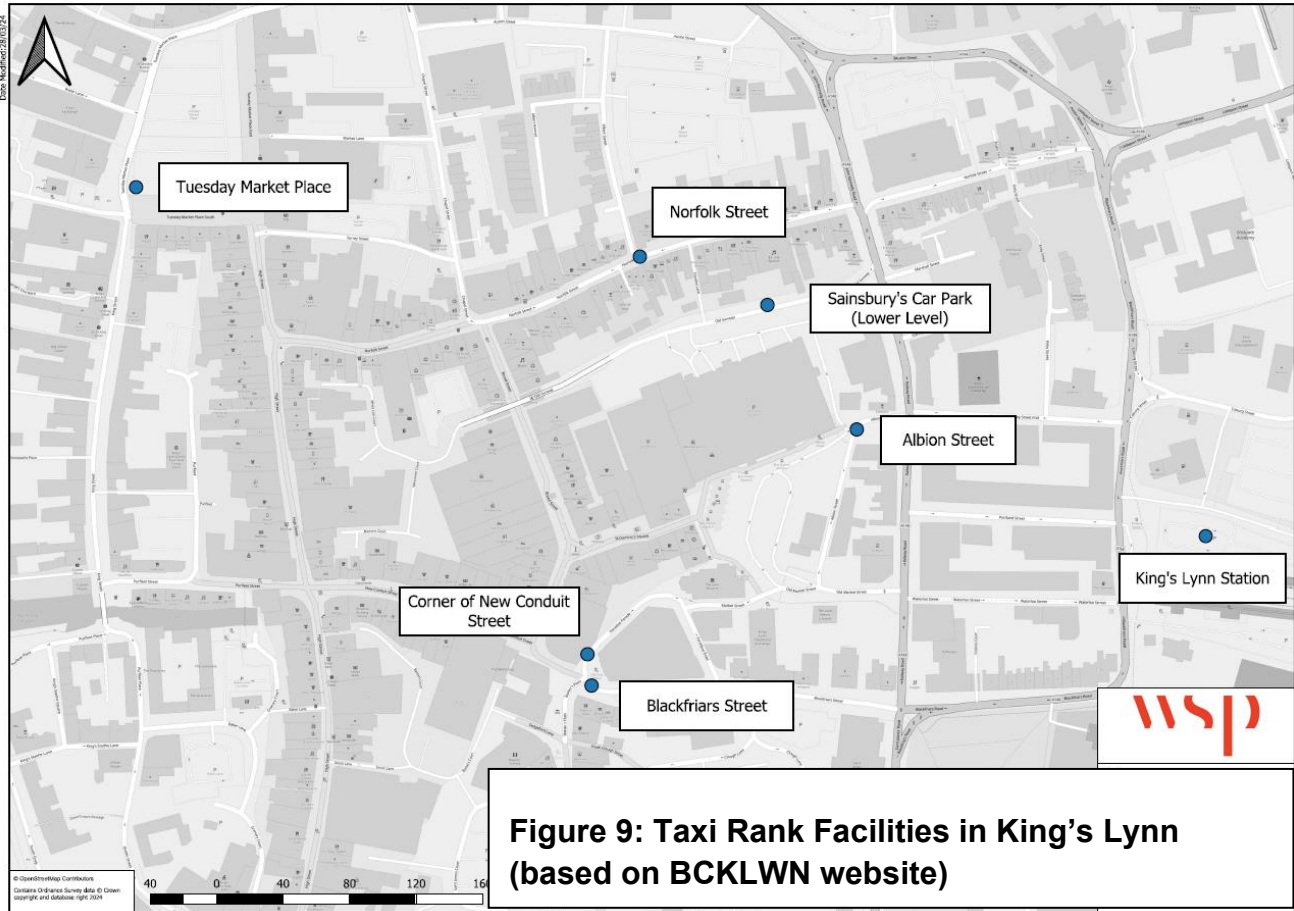
- Operational Delays – Mechanical issues and maintenance requirements can result in delays and suspension of the service, especially during the winter months where adverse weather conditions lead to disruptions and cancellations
- The tidal nature of the river means that the conditions are operationally difficult at low tide with a need to walk along gangplanks to access the boat. This makes it an inaccessible service for disabled users / pushchairs / elderly or very young people as there is also a stepped access to the water from the Quayside in King's Lynn
- During peak hours the ferry may experience capacity constraints as it can only take up to 12 passengers at a time

- At busy times there is insufficient car parking on the West Lynn side, which may be heightened by being free of charge.

Ferry usage has declined from circa 80,000 passengers in 2018-19 (pre-Covid) to circa 25,000 passengers in 2022-23 (post-Covid) and is likely to be due to changing commuting patterns.

Taxi

Figure 9 below details the Hackney Carriage operations in King's Lynn.



The Hackney Carriage fare card (effective from 7 January 2022), which is the latest version found on the King's Lynn and West Norfolk website, indicates that the minimum fare is £5 for journeys of less than one mile and £5 for the first mile, then £2 per mile thereafter for longer journeys. Waiting time is charged at 25p per minute or part thereof. Taxi services are provided private operators, licenced by the council.

Integrated Transport

The bus station is located within a five minute walk of King's Lynn railway station, showing that integrated transport options in the town centre are really good. There is also a bus stop located immediately outside the railway station entrance, where a shelter is provided, which is served by the majority of services from the bus station.

This could be further enhanced by the introduction of shared micromobility pay per use hire options at the rail or bus station. Shared micromobility is the access to small, lightweight vehicles including bikes, e-bikes, and e-scooters, often for short term one-way trips within a defined area. Beryl Bikes currently operates a successful micromobility service in Norwich and the Greater Norwich area. However, the gyratory can be a barrier to integrated transport in the centre of King's Lynn.

King's Lynn railway station is accessed by vehicles from Blackfriars Road where three car parks are available for station car parking, providing around 151 car parking spaces for those unable to access the town by public transport or walking and cycling. On Blackfriars Road there is a dedicated area for buses to stop with a separate signal to give priority to the bus to get it back into the traffic which works with the pedestrian crossing from the railway station into Waterloo Street to the town centre. There is also a taxi rank for ongoing travel.

Cycle provision at King's Lynn Railway Station in the form of two-tier sheltered racks is also available on the rail station forecourt. There is short-stay storage for other cycle equipment in the form of Sheffield stands, simple arched metal frames, inside the rail station on the unused south platform. However, there is opportunity to improve integration with active travel by providing cycle lockers or similar long-stay secure storage that the station does not currently have. The station is also walkable to the main town centre facilities. There is potential to expand provision for small freight such as cargo bike infrastructure and parcel hubs to provide additional facilities for station users.

There is an opportunity to turn the disused railways into an integrated walking and cycling network which was investigated in the 2018 Recycling Norfolk's Disused Railways report. This is discussed further in the Active Travel chapter. We would support initiatives that reduce car dependency, car ownership and private car usage such as car clubs (shared vehicles which can be accessed by different users, often on a short-term basis), and car-sharing.

Policies and Targets

Policy 4 Bus Services: Norfolk County Council will support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys.

Policy 5 Rail: Norfolk County Council will work with partners to make improvements to King's Lynn Railway Station as set out in the Norfolk Rail Prospectus. We will seek improvements to the line for both the passengers and freight. This will include aiming to make them more reliable, accessible, integrated and provide faster more frequent journeys.

Target 3 Public Transport: Grow annual bus and rail patronage.

Chapter 4 - Active Travel

Objective 4: Encourage modal shift from private car to active travel in King's Lynn

King's Lynn currently has reasonably good levels of walking and cycling for trips within the built up area, but there are potential improvements on these networks identified in the recently adopted Local Cycling and Walking Infrastructure Plan. Travel patterns are likely to have changed with the greater use of home and hybrid working since the Coronavirus pandemic. Encouraging the uptake of active travel modes for short local journeys in King's Lynn will also help people to become more active and improve health outcomes which are currently below national average.

- Deliver the schemes in the King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP)
- Reprioritise space, especially within urban areas, and give priority to walking, cycling and public transport, leading to more sustainable travel

As discussed in the previous chapter, in some locations the nature of the historic streets makes it difficult to provide segregated road space for cyclists.

Cycling

The National Cycle Network (NCN) runs through the central areas of the town and provides cyclists with a network linking South Lynn to South Wootton; with a route that is predominantly off road. The NCN route ties in with an extensive network of local cycling routes, also shown in **Figure 11**, which combine to provide cycling links to most of the key locations throughout King's Lynn such as areas with key employment, industrial estates, and retail parks.

There are a series of cycle parking facilities in the town centre area which predominantly comprise Sheffield Stands which are passively observed by passing pedestrians, and possibly by CCTV from adjacent buildings, but are typically located in areas with lower pedestrian footfall. The cycle parking is generally outdoors and not covered. As a result, the lack of adequate security measures for cycle parking may deter individuals, particularly those with more valuable bicycles, from using these facilities.

The majority of destinations and key locations are accessible within approximately a ten minute travel catchment by bicycle of the town centre. These locations include education, Queen Elizabeth Hospital, places of employment and services at Riverside Industrial Estate (north), the Port of King's Lynn (north), North Lynn Industrial Estate (north), Hardwick Retail Park (southeast) and St Nicholas Retail Park (north).

The wider areas within an estimated cycle time of ten to 25 minutes include places of employment to the south, namely Saddlebow Industrial Estate and Willows Business Park; moreover, transport links allow access to areas such as West Lynn, West

Winch, South Wootton and Clenchwarton. A large proportion of the wider area is accessible by cycling within a reasonable journey time. This cycle isochrone map, **figure 10**, shows a visual representation of the cycle catchment for the centre of King’s Lynn, however a number of the routes included may be unsuitable for cycle use due to the nature of the road or lack of available dedicated cycle provision along the route and inherent safety issues. However, there is a high level of provision for off-road cycle routes in King’s Lynn which means that cycling is an attractive mode of travel in the town.

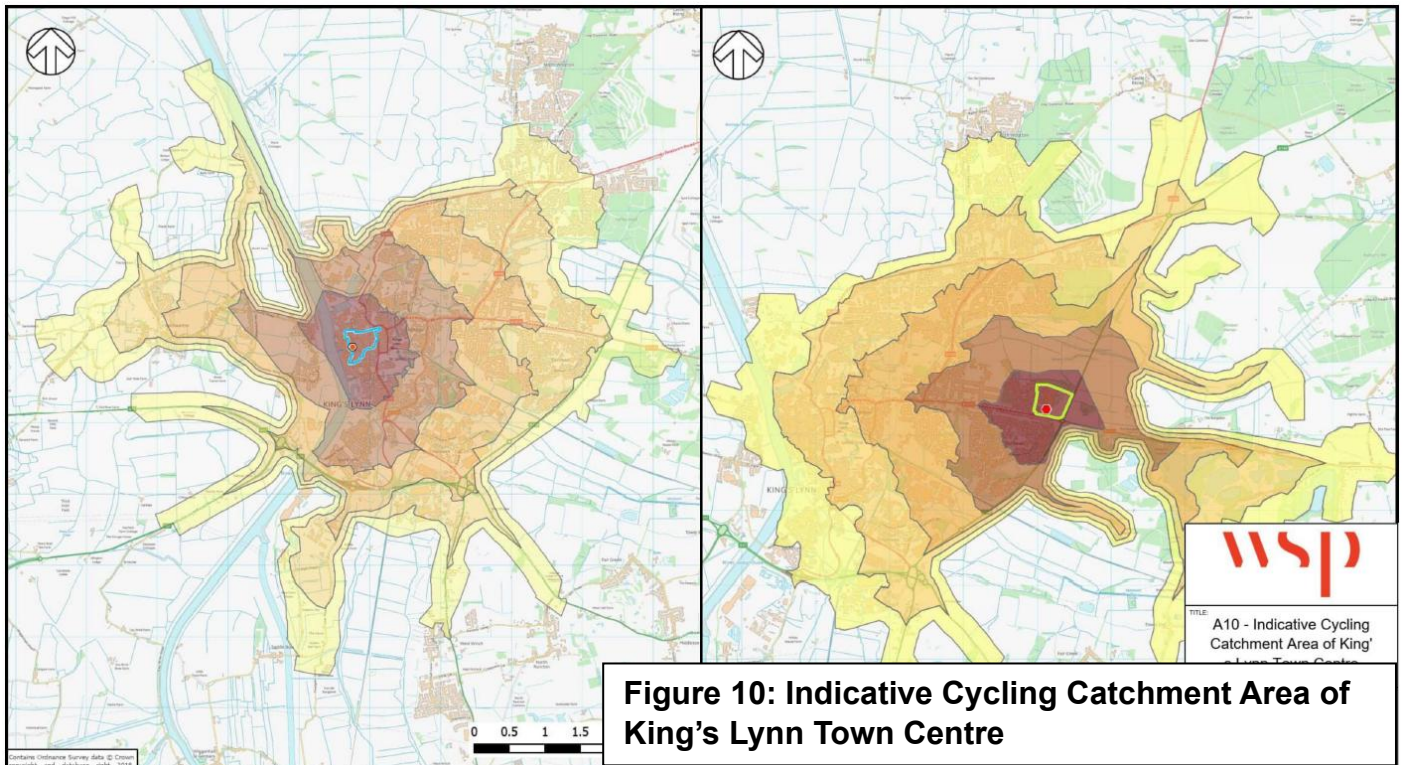


Figure 10: Indicative Cycling Catchment Area of King’s Lynn Town Centre

Evidence shows that the residents of King’s Lynn cycle more than the national average as part of their daily commute 9% for the journey to work – with the 2011 Census Method of Travel to work data indicating that the national average for England and Wales was only around 3%. This would be expected due to the relatively short distance of most commuting trips in King’s Lynn, with over three quarters of these trips being easily undertaken in less than 25 minutes by bicycle.

Levels of connectivity between the existing cycle networks could be improved and these have been identified in the King’s Lynn Local Cycling and Walking Infrastructure Plan (2022). Furthermore, new cycle links could be implemented that will benefit the existing cycle users, and this would also promote and support growth in cycle usage. Lack of segregated cycle lanes on the surrounding roads outside the town centre and residential areas, such as the A10 and A149, could provide a barrier to uptake of cycling for longer journeys outside these areas. There is also a lack of safe crossings for cyclists particularly on the A149 which limits opportunities for cycle trips to/from the surrounding villages.

Feedback from initial stakeholder engagement is that cycling on the roads is considered unattractive around King's Lynn due to the number of parked cars on the road and footways, narrow roads, lack of CCTV, traffic congestion, potholes and drains. There is an opportunity to make improvements where space allows, notably by on-road protected cycle provision, and enhance connectivity with already existing off carriageway and dedicated routes.

The network connecting the town centre with surrounding villages could be improved as it may feel unsafe for some cyclists. A central tenet of the West Winch Growth Area Framework Masterplan is to secure active travel connectivity across the A47 from the south, into the town. There are areas where small interventions such as improved signage and way marking would be beneficial for cyclists and pedestrians.

The relationship of cycling and other modes is a general issue in King's Lynn, better provision for taking cycles on trains and buses could be beneficial to overall transport mode share and make these modes more attractive to users. The cycling network links to major transport hubs, including the bus and railway stations, this allows for multi modal sustainable transportation options. A new active travel transport hub at King's Lynn Enterprise Park will provide secure cycle parking, e-cycle charging points and lockers acting as an interface with existing bus routes to and from the town centre. It will offer an ideal location to promote sustainable travel on bus, bike and foot to and from the town centre.

More journeys associated with education could be provided for by bicycle if high quality routes and crossings could be provided along with improved secure storage and infrastructure to fill the gaps in the network.

Cycling infrastructure on key routes is often less direct compared to the private car. For example, on Hardwick Road motorists encounter up to four traffic signals (at Scania, Hansa, Cemetery, and Southgates roundabouts), however, cyclists face significantly more interruptions, including approximately ten traffic lights (two at Scania, four at Hansa, two at Cemetery, and two at Southgates). Cyclists are also required to navigate additional obstacles, such as U-turns and S-bends. Many traffic lights fail to respond to cyclist pushbutton demands or lack approach sensors, resulting in extended waiting times.

Mobility hubs are proposed in the King's Lynn LCWIP, which seeks to investigate these in King's Lynn. Mobility hubs connect multiple modes of transport and offer services which help make journeys safe, convenient and as reliable as possible. An active travel hub scheme is currently underway in King's Lynn as part of the King's Lynn Enterprise Zone. At this location an active travel hub is proposed to provide car parking, cycling facilities and associated infrastructure on the outskirts of the town to serve the business park and provide a base for active travel to the town centre. Baker Lane Cycle Hub, which is part of the King's Lynn Town Deal active and clean connectivity programme, will include bike racks, e-bike charging, lockers, scooter racks, repair stand, and CCTV.

Walking

A pedestrian audit has been undertaken to assess accessibility, connectivity and safety of pedestrian and cycle movements in King's Lynn. The walking isochrones created for the assessment demonstrate that all local facilities in the town centre are within easy walking distances making King's Lynn a very walkable town. However, the surrounding areas are likely to be too far to make walking an attractive option to access the town centre.

In general, most roads in King's Lynn are flanked by narrow, poor quality footways (although this is worst in the older parts of the town, with narrow historic streets), although the town is relatively flat. Pedestrians competing for space with cyclists is an issue and one solution could be better enforcement to stop people cycling on the pavements to help alleviate the issue for those on foot, in wheelchairs or pushing prams where segregated lanes aren't possible.

Health care facilities such as the Southgate Medical Centre and St Augustine's Surgery, as well as places of education (Nursery, Primary, Secondary and Tertiary schools) are accessible with a maximum walking time of five to 15 minutes from the town centre making mode share with public transport an appealing option. Within 15 to 25 minutes travel on foot it is estimated that popular destinations over the wider area are achievable. This captures places of employment and services at Riverside Industrial Estate (north), the Port of King's Lynn (north), North Lynn Industrial Estate (north), Hardwick Retail Park (southeast) and St Nicolas Retail Park (north).

The Local Cycling and Walking Infrastructure Plan (LCWIP) identifies areas where improvements could be made for pedestrian accessibility, connectivity and safety. Furthermore, studies have shown that pedestrianised and aesthetically pleasing public spaces, do encourage individuals to undertake more walking trips. Further improvements to the pedestrian environment should be encouraged to maintain the high mode share.

King's Lynn has a high level of walking within the town, due to the layout of the road network it is often quicker to get around by walking and routes which provide important cross-town connections should be encouraged. Adopting a healthy streets approach could improve uptake of walking and cycling and enhance the attractiveness of public spaces, contributing to wellbeing for residents and tourism.

There are some areas where improved wayfinding for pedestrians would be beneficial. Some wayfinding signs were observed to be weathered/ dirty which obstructs the displayed information and may also lead to a general perception that these routes are not well maintained.

There are also several locations where improvements to road crossings would vastly improve pedestrians' experience, for example on Railway Road where there is no

central island for protection in instances when the traffic lights change before walking all the way across, which can cause a serious hazard for pedestrians and vulnerable road users. Crossing Tennyson Road can be difficult, particularly adjacent to the railway level crossing and there is a strong demand for crossing at this location as it is a key link on the LCWIP network joining the town centre with the residential areas to the east.

LCWIP Proposals

The key proposals in the LCWIP primarily focus on improving existing routes by implementing a range of measures including:

- Reduced guard railing
- Improved footways
- Introducing cycle paths/ lanes
- Providing additional crossing points and reducing wait times at existing crossings.
- Improved wayfinding

A summary of the LCWIP map of proposed routes can be found in **Figure 11**.

There is potential for positive interventions to make travelling easier by walking, cycling or wheeling. However, cycling demonstrates the highest potential, extending beyond the central regions, while the potential for walking is more confined to the central urban areas. However, the potential for a particular mode of travel will only lead to a shift in usage if the necessary infrastructure and services are available. Therefore, this serves as a reliable indicator of whether improvements in infrastructure or services for a specific mode are likely to increase its usage.

In general, 2km is considered a maximum walking distance and 5km a maximum cycling distance, however this distance could be longer if an e-bike were to be available. This means that there is a significant opportunity to encourage King's Lynn residents to travel to work by active modes. The LCWIP and the BSIP as well as funding through the Town Deal and the new Plan for Neighbourhoods will support the agenda for improving sustainable and active modes of travel, with recognition that these modes have an important role in King's Lynn.

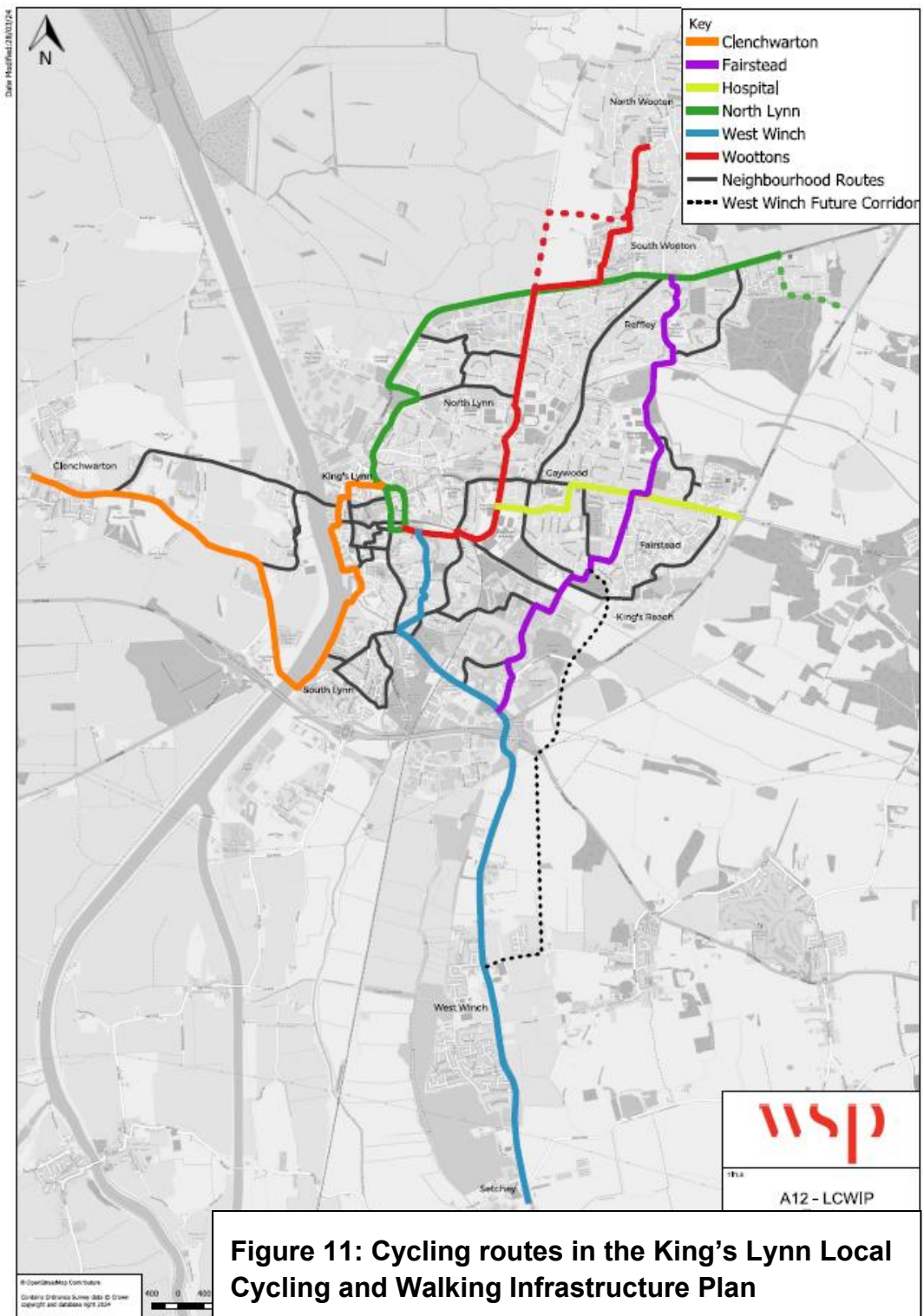


Figure 11: Cycling routes in the King's Lynn Local Cycling and Walking Infrastructure Plan

Micromobility

'Micromobility' is the use of small lightweight electric vehicles to transport people and goods. Examples of these vehicles include low speed electric cycles and electric scooters as well as cargo cycles which are used by businesses to transport goods

within central locations. However, there is currently no trial of electric scooters in King's Lynn so they are not currently a micromobility option in King's Lynn.

The King's Lynn Local Cycling and Walking Infrastructure Plan (LCWIP) states that increasing the availability and usage of these vehicles helps to reduce traffic congestion, free up parking space and improve air quality which supports a more healthy and sustainable transport system. It can be difficult to take bikes on trains at peak periods so being able to pick up a pay per use bike or scooter could provide a good alternative.

In the short-term the LCWIP commits Norfolk County Council to investigating the use of lightweight electric vehicles to help transport people and goods within the Kings Lynn region.

Behaviour Change

Infrastructure to support active travel and public transport is vital to help people make the shift in transport mode and make healthier choices. However, changes in behaviour need to become embedded and good quality infrastructure supporting these modes, making it safer, can help to achieve this. Anecdotally the positive behaviours around active travel that people picked up during the Covid-19 pandemic appears to be declining.

The KLTS endorses the King's Lynn LCWIP short to medium term action to develop a targeted behaviour change programme to encourage more people to walk and cycle for economic, social, health and environmental benefits. This will be developed in partnership between the County and Borough councils and in conjunction with key Partners including public health.

Policies and Targets

Policy 6 Active Travel: Norfolk County Council will work with partners to support and promote the use and benefits of active and sustainable modes of travel, including supporting schemes in the King's Lynn Local Cycling and Walking Infrastructure Plans to reduce dependency on cars.

Target 4 Active travel: Increase in the number of people walking and cycling as monitored as part of the King's Lynn Local Cycling and Walking Infrastructure Plan.

Chapter 5 - Environment

Objective 5: Improve local air quality and King's Lynn's natural environment and reduce overall transport emissions

There were previously two Air Quality Management Areas (AQMA) in King's Lynn declared, for which there is an Air Quality Action Plan ([AQAP 2024-29](#)) with measures to secure and maintain air quality standards. This plan is regularly updated and contains initiatives to reduce emissions from transport. It is clear that a shift from motorised transport to sustainable and Active Travel modes will help to improve local air quality in the built up area which will also have a positive impact on health outcomes and assist in reducing overall greenhouse gases.

- The priority for reducing emissions will be to support a shift to more sustainable modes and the use of more efficient conventional vehicles and electric vehicles, including lower carbon technology and cleaner fuels
- The facilitation of necessary infrastructure to encourage the take up of active travel and cleaner vehicles
- Work to develop interventions through Quantitative Carbon Reduction (QCR) modelling.

AQMA/AQAP

AQMAs are part of a national health-based programme to protect more vulnerable members of society from the effects of poor air quality such as the young, elderly and those suffering from long-term (chronic) respiratory illnesses. An AQMA is declared where air pollution levels exceed relevant standards and subsequently, a requirement for an AQAP to secure and maintain the relevant standards.

One of the AQMAs (Gaywood Clock) which was declared around a junction just off from the town centre in King's Lynn, was revoked (Feb 2025) due to a continued period of compliance leaving one AQMA as remaining (Railway Road AQMA). This remaining AQMA (Railway Road) extends from the Southgates entrance into King's Lynn town centre where a gyratory system forms around the bus interchange and railway station areas.

The updated AQAP's priorities and measures as agreed with key partners, were formed following a public consultation between Jan-March 2024.

In summary, the 15 AQAP measures have been prioritised based on active travel / mode shift (to reduce traffic) in conjunction with improvements to public (bus) transport system including the roll out of electric buses in King's Lynn. Also prioritised are measures to review the larger scale transport projects that form part of this Transport Strategy (Southgate / Gyratory schemes and Parking Strategy) given their potential to impact local air quality.

In addition to these main priorities the AQAP includes measures to continue to assess new development coming forward for air quality matters but also to raise public awareness / behaviour change through improved air quality monitoring and

information systems.

As explained in the latest Annual Status Report (2025) on air quality, due to the continued period of compliance in NO₂ annual means and no developments identified as likely to significantly impact the levels, the remaining AQMA is to be taken forward for revocation through Council in early 2026.

In due course the AQAP will be replaced by an Air Quality Strategy (AQS) with measures aimed at further improving air quality in line with the overall objective of this Chapter (5) but also of potentially reducing exposure for wider public health benefit.

In general, as traffic has been the main source of NO₂ and therefore the cause of AQMAs in King's Lynn, this Transport Strategy, by encouraging the uptake of electric vehicles through related charging infrastructure will help to reduce tail-pipe emissions and cause of the principal pollutants emitted.

Marmot Places

In 2024 BCKLWN, in partnership with NCC Public Health and the Integrated Care Board, worked to become a Marmot Place. A Marmot Place recognises that health and health inequalities are mostly shaped by the social determinants of health, the conditions in which people are born, grow, live, work and age, and takes action to improve health and reduce health inequalities.

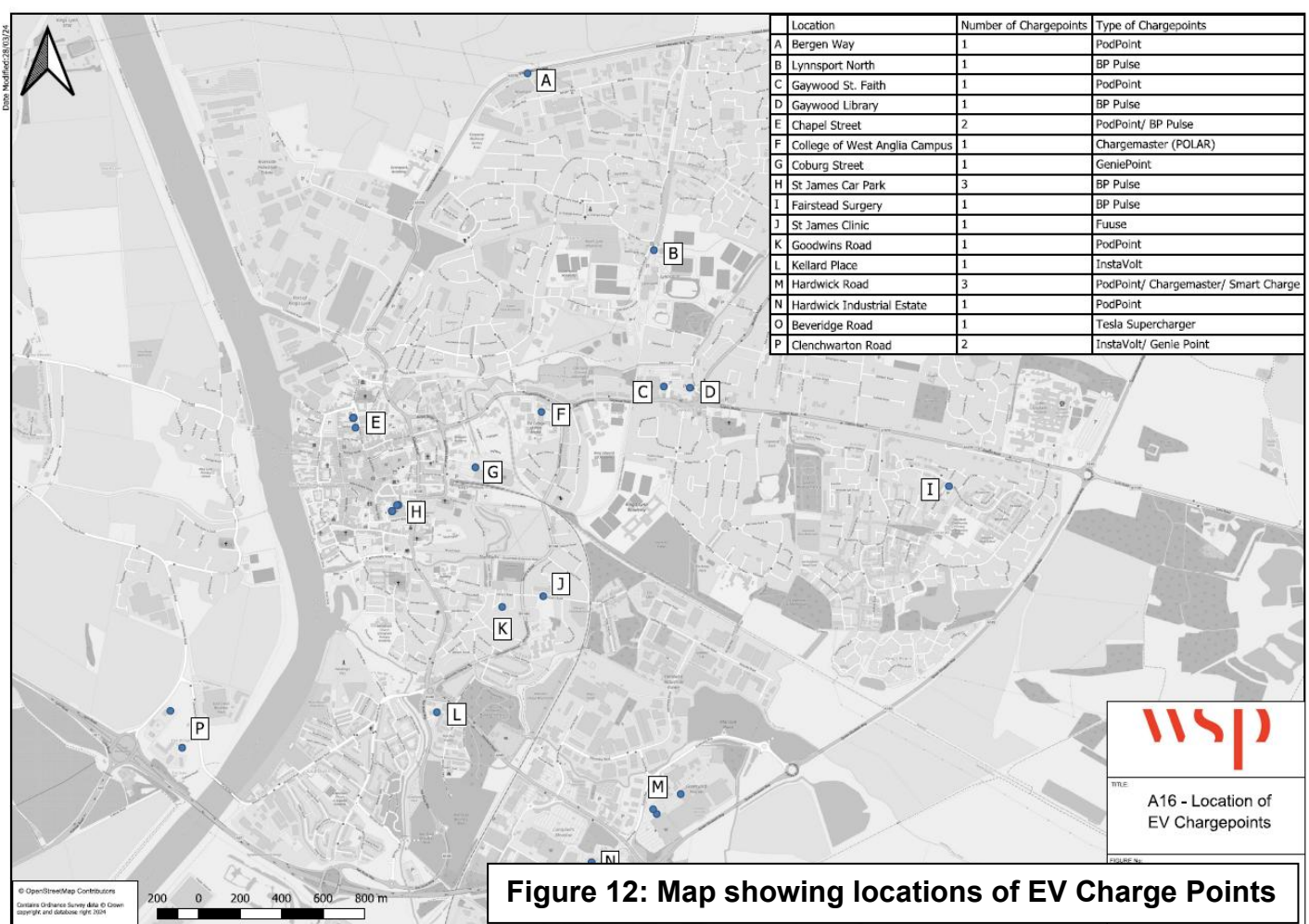
The transport network in King's Lynn, including work on air quality, reducing traffic congestion and improving conditions for active travel and public transport, are key to addressing the Marmot principals. Therefore, this is relevant to several of the King's Lynn Transport Strategy objectives that highlight the important role of placemaking within culture and heritage, connectivity and growth.

Based on eight principles, Marmot Places develop and deliver interventions and policies to improve health equity; embed health equity approaches in local systems and take a long-term, whole-system approach to improving health equity. Places commit to improve health equity over the short, medium and long term by:

1. Developing and delivering approaches, interventions and policies to improve health equity
2. Strengthening their health equity systems
3. Involving communities in the identification of the drivers of poor health and in the design and implementation of actions to reduce them
4. Broadening advocacy on health equity and engaging with other Marmot Places to share knowledge, roll out best practice alongside partners in local regions and nationally

Electric Vehicles (EV)

Work undertaken as a part of the NCC Mobility Insights plan expects that EV uptake on current EV ownership levels in King's Lynn and West Norfolk is expected to be 55% in the short term (2025-2030) and 80% in the long term (2025-2040). The availability of EV charging infrastructure throughout King's Lynn will help to encourage residents to switch from petrol and diesel cars to electric vehicles, which contributes to reducing carbon emissions. The location and number of EV charging options available in King's Lynn are shown in **Figure 12**. This plan does not consider any private residential charging for individuals/ businesses that are not available to the general public.



Clusters of charging points are typically found at key locations throughout the area such as in King's Lynn town centre, south-east near Hardwick Road and next to the A47/A17 Pullover roundabout. Charging points are typically operated by charging networks such as BP Chargemaster, Pod Point or GeniePoint. These points offer different types of chargers to accommodate different types of electric vehicles. For example, AC chargers (level 2), rapid DC chargers (level 3), or a combination of both. The availability of fast chargers helps to make the charging process more

efficient, reducing charging times. There are opportunities for installing chargers in BCKLWN owned off-street car parks and delivering on-street charging facilities, funded commercially through the LEVI scheme, to increase availability.

Carbon Reduction

The Local Transport Plan for Norfolk commits to demonstrating tangible action towards carbon reduction and sets the ambitious target to achieve net zero carbon emissions from road transport by 2050, aligned to the government’s Net Zero Strategy decarbonisation pathway. New Norfolk Climate Strategy and Policy also support the climate action setting net zero target by 2030 for the council’s own estate.

The Transport East baseline emissions tool will be used to disaggregate baseline emissions by place type to understand the source of emissions locally within Kings Lynn against the average for Norfolk.

	Segment of baseline travel demand	King’s Lynn	Norfolk County Council
Vehicle Type	Car	64%	65%
Vehicle Type	LGV	27%	19%
Vehicle Type	HGV	9%	16%
Journey Purpose	Business	43%	42%
Journey Purpose	Commute	21%	21%
Journey Purpose	Other	36%	37%
Trip Length	<1 mile	0.5%	0.13%
Trip Length	1 to 5 mile	7%	12%
Trip Length	5 to 10 mile	13%	12%
Trip Length	10 to 25 mile	33%	35%
Trip Length	25 to 50 mile	26%	21%
Trip Length	>50 mile	20%	20%

Table 3: Baseline emissions by place type locally within King’s Lynn against the average for Norfolk

Census data indicates that King’s Lynn has much shorter travel to work distances than the national average. Most journeys to work were less than 5km, with nearly a third less than 2km, providing a significant opportunity to encourage travel by active modes within King’s Lynn. This has resulted in higher use of active travel modes and a lower rate of car ownership. Therefore, there is a greater opportunity that in other places to promote connectivity across King’s Lynn, North Lynn, South Lynn, West Winch, Gaywood, North Wootton and South Wootton.

Policies and Targets

Policy 7 Climate Change Resilience: Norfolk County Council, working with stakeholders and partners, will contribute to making the transport network zero emission by 2050 and resilient to the impacts of severe weather and climate change.

Policy 8 Improved Air Quality: Norfolk County Council, working with partners, will seek to reduce emissions from vehicles to improve air quality.

Target 5 Environment: Reduce the current number of, and ensure no new, Air Quality Management Areas.



Chapter 6 - Road Safety

Objective 6: Improve road safety in King's Lynn

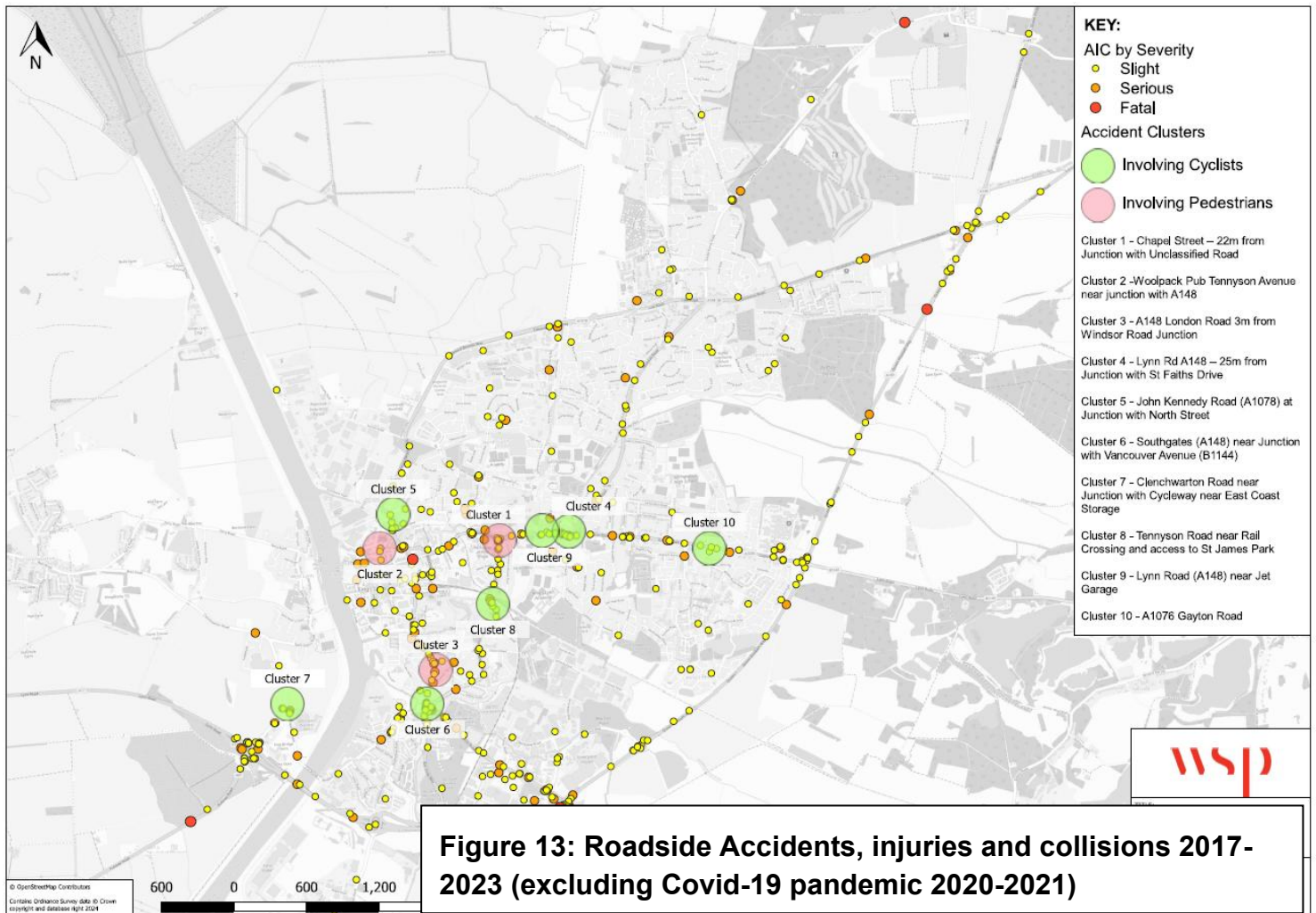
In King's Lynn accidents involving pedestrian and cycles with vehicles appear to be focussed on Railway Road, London Road and in the Southgates area. For all modes of transport the main areas of concern are at the Hardwick junction, along Hardwick Road and on the A149. The Sustainable Transport and Regeneration Scheme (STARS) will improve safety for active travel modes and further initiatives can be derived to address the issues in other areas of the town.

- Use the safe system approach to understand the safety in the network and utilise this framework to identify pillars that require improvement, prioritising areas with higher number of people killed and seriously injured on the road network.

The Safe System approach to road safety management is based on the principle that our life and health should not be compromised by our need to travel. In the Safe System, the five pillars of the road environment work together, as one, to minimise risk. The five pillars are safe roads, safe speeds, safe vehicles, safe road users, and post-crash care. This approach advocates for both road safety (preventing crashes) and road harm reduction (mitigating the severity of injury if an accident does occur).

Plots showing road traffic collisions, including with pedestrian and cyclists, for the 5 years from 2017 to 2023 have been supplied by NCC to assist in identifying collision cluster areas in King's Lynn including cases where cyclists or pedestrians were involved. The information from 2017-2023 was chosen so that we can exclude the main Covid-19 Pandemic Lockdown year (2020-2021) and still have 5 years of data. **Figure 13** shows the locations all collisions across Kings Lynn with collision cluster locations.

To summarise for the 5-year period there have been 504 total collisions with 7 Fatal (1%), 99 Serious (20%), 398 Slight (79%), 105 in wet conditions (21%) and 100 in dark conditions (19%). There is a concentration of collisions in the town centre of King's Lynn, where the road network is dense and the potential for vehicle/vehicle and vehicle/pedestrian collisions is high.



For all modes the main collision corridors are:

- Hardwick Road
- A47/A149 at Hardwick
- A149 Hardwick Industrial estate
- A1076 Gayton Road.

The A10 South of King’s Lynn is a less densely populated section which has collisions with a higher severity.

- A17/A47 Pullover Roundabout.
- A148 A47 Saddlebow Roundabout.
- A1076/A148 Junction Gaywood.

For the 5-year period there have been 71 collisions involving vehicles and pedestrians:

- 1 Fatal (1%)
- 16 Serious (22%)
- 54 Slight (76%)
- 15 in wet conditions (21%)

- 10 in dark conditions (14%)
- 46 in dry conditions (64%)

Most common vehicle manoeuvre is when the vehicle going ahead – 70 in total (65%). Right turns accounted for 9 (8%) of collisions involving pedestrians.

For the 5-year period there have been 55 collisions involving vehicles and cyclists:

- 15 Serious (27%)
- 40 Slight (72%)
- 10 in wet conditions (18%)
- 7 in dark conditions (12%)
- 35 in dry conditions (63%)

There are opportunities to improve:

A) Safe roads in King’s Lynn and the surrounding area including improvements to walking and cycling infrastructure to connect King’s Lynn and the hinterland and crossing points on the A10, A47 and A149 as well as the key roundabouts.

B) Safe road users through education and campaign messages.

The safe system framework and its core pillars will be considered in the Implementation Plan list of schemes. Many of the issues discussed throughout this Strategy, including narrow streets and difficult major road crossings, accessibility of developments and poor safety record on the A47 contribute to the challenges around road safety in King’s Lynn and the surrounding area. Schemes that aim to reduce traffic by reducing the number of cars on the road will also contribute to improving safety across the network.

Policies and Targets

Policy 9 Road Traffic Harm Reduction: Norfolk County Council, working with partners, will endeavour to reduce road traffic collisions and casualty numbers through the safe systems approach. Improvement schemes will aim to address the fear of road traffic affecting vulnerable road users.

Target 6 Safety: Reduce collision numbers from current levels.

Chapter 7 - Culture and Heritage

Objective 7: Protect and enhance King's Lynn's heritage and cultural environment through place-making

King's Lynn is rich in history with churches, guildhalls, town defences and friary remains revealing the significant medieval status of King's Lynn. The transport network needs to support and protect this cultural environment, which plays a vital role in attracting visitors who support the local economy. It will be important to ensure that positive placemaking is developed alongside economic growth.

- Improve the quality of place through conserving and enhancing the built environment when transport schemes are implemented
- Work with cultural organisations in King's Lynn to ensure schemes are sympathetic to cultural heritage in the area
- Take into account the ten year Cultural and Heritage Strategy, public realm action plan and emerging King's Lynn Masterplan when making design decisions in the town
- Make existing? settlements and transport infrastructure more attractive, ensuring they complement King's Lynn's historic character.

In March 2017, King's Lynn was originally chosen as one of the first ten Heritage Action Zones (HAZ) by Historic England. The key aims of the HAZ are to:

- Stimulate local economic growth
- Maximise the economic potential of heritage assets
- Strengthen the character of King's Lynn conservation areas
- Improve King's Lynn town centre's competitiveness as a sub-regional centre.

The HAZ aims were delivered in collaboration with a range of partners, including Borough Council of King's Lynn and West Norfolk, The Greater Cambridge and Greater Peterborough LEP, West Norfolk Chamber of Commerce, King's Lynn Town Centre Partnership, BID and Norfolk County Council. The Borough Council focused on researching the rich heritage of the town and engaging with the local community to inform future development and regeneration areas such as the adopted Southgates masterplan for the Soutgates Regeneration Area and now the emerging King's Lynn Masterplan.

Also, as part of the Heritage Action Zone, two buildings were listed at Grade II: one of England's earliest reinforced concrete buildings at 33 to 39 St James Street and the former Lloyd's Bank at Tuesday Market Place.

There is a great opportunity in King's Lynn to develop efficient transport infrastructures allowing sustained growth in the area to achieve economic potential whilst also being sensitive to the historic landscape. King's Lynn development schemes incorporate retail, leisure, culture, entertainment, community, professional services and industrial operations.

The measures in the Implementation Plan will take account of the planned growth, as set out in the Local Plan 2021-2040, to ensure the town can grow sustainably and will protect the historic areas of the towns which are important for their ability to attract visitors. With cafes, monuments, ancient buildings and many museums and galleries to choose from King's Lynn is a rich and wonderful tourist destination. Therefore, rail links to London, Cambridge and the Midlands could be better promoted to encourage sustainable tourism in the historic town.

A Culture and Heritage Strategy for King's Lynn has been adopted by BCKLWN and aims to strengthen joint approaches, attract investment and bring the most exciting opportunities to King's Lynn to develop culture for all. The draft strategy asserts that affordability to take part in things is a concern for many, and poor transport links in rural areas across the Borough can make culture inaccessible. This can also limit the night time economy with people unable to access the range of bars, clubs and music and cultural venues in King's Lynn in the evening by public transport.

Residents feel that heritage is the number one attribute that they feel makes the town centre special and attracts visitors. The historical buildings and streets around King's Lynn give the opportunity to develop interesting walking trails to encourage walking and cycling in the town. However, the historically narrow streets can provide a challenge to create segregated spaces for different modes of transport.

There are also several regeneration initiatives coming forward in King's Lynn, which will improve transport infrastructure while also enhancing the built environment that make's King's Lynn unique:

- King's Lynn Masterplan
- Southgates Masterplan and Regeneration Area
- Active and Clean Connectivity (A&CC) schemes
- King's Lynn and Hunstanton Mobility Hubs, bringing together shared and public transport and active travel in spaces designed to improve the public realm.

Policies and Targets

Policy 10 Supporting Culture, Heritage and Tourism: Norfolk County Council, working with partners, where possible will seek to protect, promote and enhance the historic environment including existing green infrastructure and enhance the public realm for the benefit of residents, visitors and tourists using a healthy streets approach to make streets attractive and work for all users of the network.

Target 7 Culture and Heritage: Number of transport projects with heritage and placemaking considered as part of delivery.

King's Lynn Transport Strategy Implementation Plan (2025-2030)

Approach to Delivery

The majority of transport schemes and improvements are delivered working in partnership, with most projects and programmes being developed and delivered with others, utilising a number of different sources of funding. We will look to continue to work in partnership and to draw in funds from a range of areas to support the work. Therefore, the lists below are not exhaustive and we continue to actively look for opportunities to improve the way we work and the funding we have to work with.

Partnerships

- Borough Council of King's Lynn & West Norfolk
- Transport East
- Department for Transport
- National Highways
- Great British Railways
- Network Rail
- Bus, Rail and Micromobility Transport Providers
- Specialist and Local travel and transport interest groups.

Funding (Existing and Potential)

- Active Travel England
- Bus Service Improvement Plan
- STARS funding
- Norfolk & Suffolk Devolution
- Towns Fund
- Pride in Place Programme
- Local highways maintenance funding
- Government funding streams including Large local majors, Major road network and capital funding from the Local Transport Plan maintenance and integrated transport blocks
- Developer funding through the Community Infrastructure Levy and S106 contributions
- Roads Investment Strategy (trunk roads)
- Rail Network Enhancement Pipeline
- Other Government funding may become available in the future, often through competitive bidding processes
- Private investment.

List of Transport Projects for All Modes

The table below shows a list of projects that have been assessed from a long list of transport projects identified from various sources, including a stakeholder engagement event held in King’s Lynn in autumn 2024. These transport projects were assessment against the King’s Lynn Transport Strategy objectives. Some smaller projects have been packaged up along routes or similar types of projects for example some of the walking and cycling projects have been packaged under delivering the Local Cycling and Walking Infrastructure Plan.

The list is not finite and other transport projects may be delivered as opportunity, funding and need evolve and change. A scheme may become more urgent if it is required for climate resilience or to unlock new growth not currently planned for. Funding is required for any project to be developed and delivered and can therefore vary the timescales of delivery. **Table 1** provides an assessed list of potential transport projects, in no order, that should funding become available could be funded subject to stakeholder engagement and consultation.

Table 1: List of transport projects for all modes

Project	Option Description	Identified problems and objectives of the option
A17/A47 Pullover Roundabout improvement scheme	This scheme provides an A47 to A17 flyover required to address daily congestion and delay which affects all travellers including business users.	This option forms part of a Major Road Network (MRN) scheme and proposes improvements to the A17 Pullover Roundabout, a key junction connecting regional and strategic routes. The roundabout currently suffers from congestion and limited capacity, impacting both local and longer-distance travel. Proposed upgrades could include lane widening, reconfiguration, or signalisation to improve throughput and journey time reliability on this vital corridor

Project	Option Description	Identified problems and objectives of the option
A47 Tilney to East Winch to dual carriageway improvement	A continuous stretch of dual carriageway from Shoreboat Roundabout to East Winch when combined with other A47 National Highways schemes	road user safety and an increase in capacity to support growth
A149 improvement	Early work is underway to consider localised improvements but the stakeholder and public view is that it should be brought up to dual carriageway standard which would put it in the category of a DfT Large Local Major (LLM) scheme.	The A149 King's Lynn eastern bypass is carrying daily traffic levels way in excess of the standard of the road and daily congestion and delay is hindering both general and business traffic
Introduce a Micromobility scheme in King's Lynn	This is the introduction of an e-scooter/e-bike/cycle hire scheme in King's Lynn.	It would allow shorter-distance journeys, which might otherwise be undertaken by car, to be replaced using cycles or e-scooters and encourage multi-modal journeys
A10 West Winch Housing Access Road	It will provide an effective bypass route around West Winch and includes significant accompanying sustainable transport measures to offer choice to the new residents.	This scheme provides additional strategic highway capacity to accommodate trips from 4,000 new homes in the West Winch Growth Area (WWGA).
West Winch link road	West Winch link road to connect to A10 within the Hopkins Homes development	This will provide a new link road to provide a highway connection between the WWHAR and the existing A10. This will provide new active travel network alongside the new road.
Local Air Quality around schools	Improve Local Air Quality around school premises	Work with schools to introduce measures to improve air quality around schools

Project	Option Description	Identified problems and objectives of the option
STARS Gyratory Plus	This scheme comprises new cycle lanes, widened footways and public realm improvements to the town centre gyratory system on Railway Road as set out in the Kings Lynn STARS scheme. It also includes additional improvements for walking and cycling on roads radiating out from the gyratory and the Borough Council's public realm enhancement at Baxter's plain which complements other funded regeneration initiatives.	Poor walking and cycling facilities and a poor pedestrian environment.
STARS Southgates regeneration	Highway layout changes that convert the Southgates roundabout in to two signalised junctions and divert London Road around the historic South Gate.	These layout changes are required to facilitate the adopted Southgates Masterplan for regeneration which includes extensive improvements for walking and cycling and the public realm
Secure cycle parking across the town	Provide secure cycle parking across the town, including near CCTV at the rail station	This option involves expanding the provision of secure cycle parking at key locations throughout King's Lynn, including at the rail station and other high-demand areas. Prioritising locations covered by CCTV would improve security and user confidence. Improved cycle parking supports efforts to increase cycling as a daily travel mode by reducing theft risk and improving convenience for cyclists.
Investigate taxis' role to support the night time economy	Investigate how taxis could be increased and better support the night time economy	Taxi availability has reduced dramatically since Covid-19 Pandemic. Investigate how the availability could be improved and how autonomous vehicles may contribute in the future

Project	Option Description	Identified problems and objectives of the option
Secure cycle parking at Southgates	Provide secure cycle parking at Southgates	This option involves installing secure cycle parking at Southgates to encourage cycling as a viable travel option for commuters and local residents. Currently, cycle parking in this area is limited, which can deter cyclists from using public transport or accessing local amenities by bike.
Improvements to the Sandline active travel route	Improvements to the Sandline active travel route between Fairstead and Hardwick	Investigate how best to provide access across the railway line and around the town for modes other than private car to relieve some of the congestion pressure in Gaywood area. Fairstead Road / Queen Mary Road / Hardwick link road to enable trips to be undertaken without travelling through Gaywood Clock and the town centre gyratory
Ensure appropriate bus services from West Winch Growth areas	Work with the developers to ensure appropriate bus services from West Winch Growth areas and that the route is suitable for services	This will provide an enhancement to existing bus provision nearby and provide a new bus service for the development at West Winch.
Active travel link between the West Winch Growth Area (WWGA) and King's Lynn town centre	This scheme provides a new off road walking and cycling route to connect the West Winch Growth Area (WWGA) to Kings Lynn. It includes a new crossing of the A149 and provides new infrastructure to form a safe active travel route from the WWGA to link with the LCWIP network via Greenyard Way	To encourage active travel from the WWGA

Project	Option Description	Identified problems and objectives of the option
Investigate feasibility of a new Railway station south of King's Lynn	Investigate potential for new South Lynn railway station either just inside A47, or just outside, sited on current Kings Lynn to Cambridge line	The station could be used to serve West Winch if accompanied with suitable bus services. With a shuttle train service or bus, it could also be used as a park and ride
Renewal of the West Lynn Ferry Infrastructure	Improvements to ferry infrastructure, and ancillary infrastructure, to ensure the service can continue to operate and promote the service to encourage use	It is currently closed due to safety concerns.
Bus service to serve Rollesby Road industrial estate	Extension of bus route to include to and from Rollesby Road industrial area and introduce early bus service (7:30am)	This option involves introducing a bus service to the Rollesby Road industrial area, with the first arrival timed for 7:30am. Currently, there are limited public transport options serving this area before standard working hours, which can make it difficult for employees on early shifts to commute by bus. As a result, many rely on private vehicles or face barriers to accessing employment. Introducing an earlier service would improve accessibility to jobs, support shift-based working patterns, and encourage greater use of public transport. The current stop is a walk to/from the main industrial area
Improve maintenance of the Clenchwarton Cycle Path	Improve maintenance of the Clenchwarton Cycle Path	Improved budget for maintenance of the Clenchwarton Cycle Path

Project	Option Description	Identified problems and objectives of the option
Bus priority along London Road	Investigate buses priority along London Road. Consideration should be given to giving buses priority along London Road and encouraging cars to use Hardings Way particularly to access Boal St car parks.	This option involves considering bus priority measures along London Road to improve journey times and reliability for services entering King's Lynn from the south. At present, congestion affects bus punctuality along this corridor. In parallel, private vehicle access to Boal Street car parks could be encouraged via Hardings Way to reduce conflicts with bus movements. These changes would support more efficient and attractive bus services and help reduce congestion in the town centre.
Encourage greater use of the Harding's Way bus route	Encourage greater use of the Harding's Way bus route	Harding's Way as a bus only route to accommodate an increase in buses and bus usage with buses also continuing to serve London Road. A combination of routes is required. Retain Hardings Way as traffic-free except buses. Encourage more buses to make use of the route and the potential reliability/journey time benefits. Retain high level of provision for pedestrians / cyclists and especially vulnerable road users and mobility scooters
Improve bus accessibility	Improve bus accessibility of area south to Hardwick roundabout.	Improve bus accessibility of area south to Hardwick roundabout. The Regent Avenue bus stops on West Winch Road are 100m closer to Hardwick Narrows than those on Hardwick Road, but still too far for most people, plus they are not served by First and so have even more limited services and times

Project	Option Description	Identified problems and objectives of the option
Safety improvements around the port for active travel users	Improvements in the vicinity of the Port to improve safety for vulnerable active travel users	This option focuses on improving safety for vulnerable active travel users, such as pedestrians and cyclists, in the vicinity of the Port. Currently, the area presents challenges for non-motorised users, with limited infrastructure to protect them from traffic. Safety improvements could include better crossings, dedicated cycle lanes, and improved lighting. The aim is to encourage more sustainable travel modes, improve safety, and enhance the user experience for pedestrians and cyclists near the Port
Active travel facilities as set out in the West Winch masterplan	Ensure active travel facilities as set out in the West Winch masterplan are delivered	To provide a network of new active travel infrastructure within West Winch development to encourage connectivity and links to the existing network
BSIP improvements - northbound bus lane between Hardwick Road and Southgates	Proposed northbound bus lane between Hardwick Road and Southgates Roundabout (extent to be confirmed), as part of BSIP improvements	This option proposes the introduction of a dedicated northbound bus lane on the approach to Southgates Roundabout from Hardwick Road, with the exact extent to be confirmed through further design work. The existing corridor experiences significant traffic volumes, particularly during peak periods, which can lead to delays for bus services and reduced service reliability

Project	Option Description	Identified problems and objectives of the option
Reinstate direct bus links to Sheringham, Cromer and March	Reinstate direct links to Sheringham, Cromer and March	This option proposes reinstating direct regional bus services from King's Lynn to destinations such as Sheringham, Cromer, and March. These connections were previously available but have been withdrawn over time, reducing travel choices and weakening regional connectivity. Restoring these links would improve access to employment, education, and leisure opportunities in neighbouring towns, while supporting a more integrated and inclusive transport network across the region
Safety improvements at the A149 Queen Elizabeth Hospital roundabout	Safety improvements at the A149 Queen Elizabeth Hospital roundabout	This option involves making safety improvements at the A149 Queen Elizabeth Hospital roundabout, which is a key junction for both motorists and active travel users. The roundabout currently poses safety concerns for pedestrians and cyclists due to its busy nature. Proposed improvements could include better crossings, clearer signage, and physical barriers to protect non-motorized users, ensuring safer journeys and promoting the use of active travel options
Provide new right turn lane on A1076 into Queensway	Provide new right turn lane on A1076 into Queensway	To assist the right turn from A1076 into Queensway - create an additional queuing lane to reduce the impact on other traffic

Project	Option Description	Identified problems and objectives of the option
Improve bus stops to be provided with shelters	Improve bus stops to be provided with shelters, maintenance issues to be fixed (eg. Downham Market has a shelter but no bus service)	This option focuses on enhancing the quality and usability of bus stops across the town by ensuring they are well-maintained and include shelters for weather protection. In some locations, such as Downham Market, infrastructure like shelters exists but is not currently served by active bus routes. Addressing such mismatches and improving the condition and comfort of stops would support a more attractive passenger experience and encourage greater bus use, especially in rural and peripheral areas
Investigate establishing 'connection/ mobility hubs' for bus services	Investigate establishing 'connection/ mobility hubs' for bus services around the town so you don't have to go through the centre for all journeys	This option involves investigating the feasibility of creating mobility hubs around the town to support better connectivity between suburbs and key destinations without requiring travel through the town centre. At present, many bus routes are radial in nature, meaning most journeys must pass through central King's Lynn. Establishing peripheral interchange hubs would enable more direct travel across the town, improving convenience, reducing pressure on central infrastructure, and supporting wider network efficiency

Project	Option Description	Identified problems and objectives of the option
Additional car parking could be provided at West Lynn to service the ferry	Consider how additional car parking could be provided at West Lynn to service the ferry, potentially as part of a P&R Strategy	This option explores opportunities to increase car parking provision at West Lynn in order to support ferry use as part of a potential Park and Ride scheme. Currently, limited parking may discourage commuters and visitors from using the ferry. Additional spaces would improve access for car users wishing to switch to the ferry for cross-river travel, potentially easing congestion on town centre roads and supporting sustainable transport goals
Introduce a cycle route around the Historic Quayside	Introduce a cycle route around the Historic Quayside, including King Street	Provide a combination of cycle dismount signs and bike storage in strategic locations at entry points to the town centre. Alternative cycle through-route around the main shopping district of the town centre
Develop and implement schemes in the Local Cycling and Walking Infrastructure Plan (LCWIP)	This includes many walking and cycling schemes over an extensive and well defined network. A notable key scheme is a new signalised pedestrian and cycle crossing over Tennyson Road combined with the existing Network Rail railway level crossing.	Problems and issues as identified in the LCWIP

Project	Option Description	Identified problems and objectives of the option
Include "Park and Stride" and "Park and Pedal" as potential measures	Include "Park and Stride" and "Park and Pedal" as potential measures	This option involves introducing Park and Stride and "Park and Pedal" schemes to support multimodal travel and reduce car dependency. Park and Stride facilities would encourage people to park on the outskirts of the town and walk the final leg of their journey, while "Park and Pedal" would allow cyclists to park and then continue their journey by bike. Both measures would improve accessibility to the town centre, reduce congestion, and promote healthier, more sustainable travel choices
Improve walking routes on riverbank around West Lynn and for the Ferry	Improve walking routes on riverbank around West Lynn and for the Ferry (safety and footpaths)	This option focuses on enhancing walking routes along the riverbank around West Lynn and near the ferry terminal to improve safety and accessibility for pedestrians. Currently, footpaths in these areas may be inadequate or poorly maintained, making walking along the riverbank less attractive. Upgrades could include resurfacing footpaths, improving lighting, and providing better pedestrian crossings, ensuring that these routes are safer, more pleasant, and accessible for all users
Improve cycle route at Hardwick Road	Improve cycle route at Hardwick Road	There are more crossings and traffic lights for cyclists than there are for cars, which makes cycling less attractive. Hardwick Road traffic lights- 12 cycling and walking crossings. Opportunity to smooth out route

Project	Option Description	Identified problems and objectives of the option
Provide publicly available EV charging points on street and in car parks	Provide publicly available EV charging points on street and in car parks	Widespread EV is 5-10 years from mass adoption for all new vehicles based on current government policy. Investigate the likely future EV charging requirements for car parks and streets in Kings Lynn (particularly if off-street parking is not available) and investigate methods of bringing this into streets and car parks and potential funding sources
Consider disused railway lines in delivering active travel schemes	Ensure disused railway lines are considered when delivering the wider connections to/from the King's Lynn LCWIP	Ensure disused railway lines are considered when delivering the wider connections to/from the King's Lynn LCWIP
Improvements to Watlington Rail Station car park	Improvements to Watlington Rail Station car park to accommodate local growth	This option includes improvements of car parking facilities at the railway station and access improvement to Watlington and Downham Market to support growth in the new King's Lynn Local Plan
Improvements to Downham Market Rail Station car park	Improvements to Downham Market Rail Station car park to make it a Parkway station to support local commute and to serve the population of King's Lynn	This option includes improvements of car parking facilities at the railway station and access improvement to make Downham Market a Park & Rail/Parkway station
Implement the BCKLWN parking strategy	Implement the BCKLWN parking strategy including any Park and Ride proposals	There are proposals to redevelop some areas of surface level car parking to better uses and a need to ensure the amount of car parking is appropriate for the town to thrive and encourage sustainable transport

Project	Option Description	Identified problems and objectives of the option
Extension of bus times to and from West Winch	Extension of bus times to and from West Winch to introduce services operating after 6pm	This option involves extending bus service operating hours between West Winch and King's Lynn to include evening services after 6pm. Currently, bus services on this route cease in the early evening, limiting travel options for those working late, accessing evening education, or participating in social or leisure activities. This lack of service can discourage bus use and increase reliance on private vehicles
Implement off road cycle routes to destinations beyond the King's Lynn urban area	Implement off road cycle routes to destinations beyond the King's Lynn urban area	<p>Investigate opportunities for cycling to nearby towns and villages located to the east of King's Lynn. Leziate, Ashwicken, Bawsey and Pott Row are closer than Roydon. Congham and Grimston are practically joined on. Middleton is one field away from North Runcton. All should be cyclable easily and included</p> <p>The most popular active travel routes are separated from private motor vehicles: Fen Rivers Way, Hardings Way / Nar Valley Way, Sandringham Railway Path, Sand Line Path and Spring Lane / Shepherds Way. Extend all but one, and to add new ones east on the former Lynn & Fakenham Railway and its Gaywood branch</p>
Safety improvements for pedestrians	Safety improvements for pedestrians at the junction of Kensington Road and Queensway near the school	Safety improvements at junction of Kensington Road and Queensway

Project	Option Description	Identified problems and objectives of the option
Ely Area Capacity Enhancements (EACE) and investigation of other rail improvements	The EACE scheme will increase track capacity at a location where 5 railway lines converge.	It will unlock a barrier to providing increased frequency of rail service to Cambridge and London.