



Image thanks to Brian Long, Borough Council of King's Lynn and West Norfolk



Norfolk Gaywood Valley Project

Aims

The Gaywood Valley project sought to unlock the potential of the Gaywood Valley, to the east of King's Lynn in Norfolk, as a natural environmental amenity. The project presented opportunities for social cohesion, environmental education, training and volunteering, the local economy and leisure and recreation. Further benefits were associated with the management of wildlife habitats connected with the Gaywood Valley project and improved flood-risk management.



Signage on circular walking route



Stakeholder launch event

How was this achieved?

- Following stakeholder engagement a Vision and Delivery Plan for the Gaywood Valley was developed.
- Opportunities for communication were sought across the project including mechanisms such as signage, interpretation and community events.
- Development of an innovative Geographical Information System (GIS) Virtual Reality Flythrough, showing landscape, cultural and historical interpretation of the site.
- Land and River Catchment Management sought to improve access to the Gaywood Valley, creating enhanced trails and directional marking.
- Community engagement focused on connecting local urban communities with their countryside.
- Educational opportunities were developed for local learning.

About Norfolk

Population

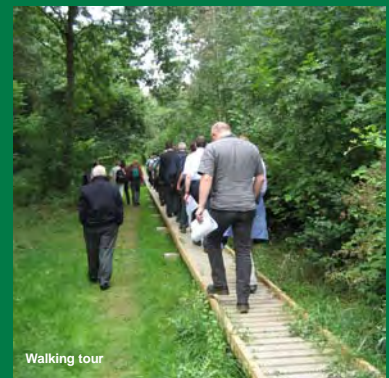
Norfolk County - 862,300

King's Lynn - 41,500

Background

The urban and rural fringe of King's Lynn has a poor relationship with the town's historic central core and the broader countryside which surrounds it. The area suffers from limited educational opportunities, poor health, social exclusion and declining investment.

The River Gaywood is a short chalk river 13km in length. The river discharges into the Great Ouse at King's Lynn through a tidal flap, where it experiences tidal influences. The mid to lower reaches of the river run through urban areas.



Walking tour



Oster Marsh