New Website Offers Residents More Than 50 Planning Consultation Questions for Longmarsh Green Energy Data Centre

A new independent website has been launched to help residents assess the proposed Longmarsh Green Energy data centre scheme near King's Lynn. Built in his spare time by Adam Hardingham of King's Lynn web company Rivmedia, the site is called What's in the Way. It uses open data, maps and planning information to let visitors explore the scheme, which is described as a data centre powered in part by a solar farm and covering about 1,900 hectares.

The website allows users to place the scheme anywhere in Britain and compare features including flood zones, farmland grade, protected wildlife sites, listed buildings, homes and power lines. It also provides information about data centre power demand and solar farm generation, with month by month figures for a full year, and includes groundwater and river readings near the proposed site compared with earlier years. The developer's public consultation closes on 26 November 2026. The site draws on free public sources such as the Environment Agency, Natural England, Historic England, the Planning Inspectorate and OpenStreetMap. It is free to use without an account and can be embedded by news sites, parish councils and community groups.

How the Website Helps Residents Engage

What's in the Way offers more than 50 questions for residents and a tool for turning them into a letter. This gives local people a structured way to think about the proposal and to communicate their views before the consultation deadline. The questions cover a range of topics that are typical for large infrastructure projects, from environmental impact to local amenity. By providing these planning consultation questions, the site aims to make the process more accessible to people who may not be familiar with planning procedures or technical documents.

Such tools are increasingly important as major developments often generate complex planning applications that can be difficult for residents to navigate. Many people find the formal consultation process daunting, with lengthy documents and specialist terminology. A set of straightforward questions can help break down the issues into manageable points, allowing individuals to form their own opinions and raise concerns effectively. The letter tool further simplifies the process by turning answers into a formatted response that can be submitted to the consultation.

The Role of Open Data in Planning

The website relies entirely on publicly available data from official bodies. This approach means that the information presented is transparent and verifiable. By combining datasets from multiple sources in one place, the site saves residents the effort of searching through different databases and maps themselves. Open data from agencies like the Environment Agency and Natural England is freely available, but it is not always easy for the public to find or interpret. Tools that aggregate and present this data in a user-friendly way can help bridge that gap.

For a scheme the size of Longmarsh Green Energy, the range of potential impacts is wide. Flood risk, agricultural land quality, wildlife habitats, heritage assets and existing infrastructure all need to be considered. Having a single interface that overlays these factors on a map allows residents to see how the proposed development interacts with their local area. This kind of visual representation can make abstract planning issues more concrete and help people identify specific concerns they might otherwise overlook.

The use of open data also means that the site can be updated as new information becomes available, and that its content is not dependent on proprietary sources. This independence is a key feature of the platform, as it is not affiliated with the developer or any campaign group. The site's creator has stated that it was built in his spare time, reflecting a growing trend of civic technology projects that aim to empower communities through data.

Why Planning Consultation Matters

Public consultation is a standard part of the planning process for major developments in Britain. It gives local residents, businesses and other stakeholders a chance to review proposals and submit their views before a final decision is made. The quality of that consultation can vary, and the onus is often on individuals to find the information they need and formulate their responses. Tools that provide clear questions and easy ways to submit feedback can help level the playing field between residents and developers who have professional planning teams.

The Longmarsh Green Energy scheme, given its scale, is likely to generate significant local interest. A data centre with a solar farm covering nearly 2,000 hectares would have a visible impact on the landscape, and issues such as water use, energy demand and ecological effects are all likely to be debated. The consultation period, which runs until late 2026, gives residents time to study the proposals and prepare their responses. Having access to a resource like What's in the Way may encourage more people to take part in the process.

Independent websites that focus on specific planning applications are not new, but they remain relatively rare. Most information about a development is published on the developer's own site or on the local council's planning portal, which can be difficult to navigate. A dedicated site that curates relevant data and poses pointed questions can serve as a neutral reference point. The

ability to embed the site on other platforms, such as news sites or parish council pages, extends its reach further.

As reported on freepressreleases.co.uk, the launch of What's in the Way provides a practical resource for anyone looking to understand the Longmarsh Green Energy proposal. The site's approach of combining open data with structured questions reflects a broader move toward making planning information more accessible to the public. For residents of King's Lynn and the surrounding area, it offers a way to engage with the consultation process on their own terms.

The Growing Use of Digital Tools in Planning

Across Britain, local authorities and community groups are increasingly using digital tools to improve public participation in planning. Interactive maps, online consultation platforms and data visualisation tools are becoming more common. These tools can help people understand the spatial implications of a development, compare different scenarios and submit feedback electronically. The shift toward digital engagement has been accelerated by the pandemic, but it also reflects a longer-term trend toward making government data more open and usable.

Projects like What's in the Way show what can be achieved with publicly available data and some technical skill. The site uses sources that are free to access, meaning that similar tools could be built for other developments elsewhere in the country. The model is replicable, provided that someone with the necessary skills is willing to invest the time. For parish councils and community groups that lack technical resources, the ability to embed an existing tool is a practical shortcut.

The effectiveness of such tools depends partly on how well they are promoted. A website that no one knows about will not help anyone. The developer of What's in the Way has made it embeddable, which should help it spread through local news outlets and community organisations. The consultation period is long, so there is time for the site to gain traction. Whether it will influence the outcome of the planning process is another matter, but it at least gives residents a clearer starting point.

Further details about the website and its features can be found on freepressreleases.co.uk. The site remains free to use, and no account is required. For anyone living near the proposed Longmarsh Green Energy site, it may be worth a look before the consultation closes in November 2026.