New Website Lets Residents Explore River Data Near Proposed Data Centre Site

A free independent website has been launched to help people assess the proposed Longmarsh Green Energy data centre scheme, using open data, maps and planning information. The site, called What's in the Way, was built in his spare time by Adam Hardingham, who works for King's Lynn web company Rivmedia. It covers the proposed scheme near King's Lynn, which is described as a data centre powered in part by a solar farm and covering about 1,900 hectares.

The website allows visitors 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, including month by month figures for a full year. Notably, the website includes groundwater and river readings near the proposed site compared with earlier years. This feature gives residents access to river data near site that might otherwise be difficult to find or interpret without specialist knowledge.

The developer's public consultation on the scheme closes on 26 November 2026. What's in the Way draws on free public sources including the Environment Agency, Natural England, Historic England, the Planning Inspectorate and OpenStreetMap. The site is free to use without an account and can be embedded by news sites, parish councils and community groups. An article on freepressreleases.co.uk first reported the launch of the website, highlighting its potential value for local residents who want to understand the implications of the proposed development.

How the Website Works

Websites of this kind typically aggregate publicly available data from multiple official sources and present it in a single, map-based interface. Users can select a location and then overlay different types of information, such as environmental designations, infrastructure, or planning constraints. The goal is to make complex spatial data accessible to people without technical training in geographic information systems or environmental science.

In this case, the site allows anyone to move the proposed data centre and solar farm to any location in Britain and see how the features change. This interactive approach lets residents compare the impact of the scheme in different places, rather than relying on static maps or documents. The inclusion of groundwater and river readings adds a layer of environmental context that is often critical for understanding the potential effects of large-scale construction projects on local water resources.

Why Environmental Data Matters for Large Developments

When a major infrastructure project is proposed, developers and regulators typically conduct environmental assessments. These studies examine factors such as flood risk, ecology, landscape, and water resources. However, the raw data behind these assessments can be difficult for the public to access or interpret. Open data initiatives in recent years have made more of this information available online, but it often remains scattered across different government agencies and websites.

Tools that bring this data together in one place can help residents form their own view of a proposal. They can check whether a site lies in a flood zone, whether it contains high-grade farmland, or whether it is near protected wildlife habitats. They can also see how the scheme compares with existing patterns of development, such as nearby homes or power lines. This kind of information can inform questions raised during public consultations or in correspondence with local planning authorities.

Groundwater and River Data in Context

Groundwater and river readings are particularly relevant for a scheme of this size. Data centres consume large amounts of water for cooling, and solar farms can alter local drainage patterns. Comparing current readings with those from earlier years gives a sense of how water levels and flows vary seasonally and over time. This context can help residents understand whether a proposed site is in an area prone to flooding or where groundwater is already under pressure.

Publicly available data from agencies such as the Environment Agency includes records from monitoring stations across the country. These stations measure river flow, groundwater levels, and water quality. By incorporating this data, the website allows users to see the baseline conditions near the proposed site and to consider how the development might affect them. For example, if river levels are already low in summer months, additional water extraction for cooling could exacerbate the situation.

Questions and Tools for Residents

Beyond providing data, the website offers more than 50 questions that residents can use to scrutinise the scheme. These questions cover topics such as traffic, noise, ecology, and visual impact. A tool turns the selected questions into a letter that residents can send to the developer or to their local council. This feature lowers the barrier for people who want to participate in the planning process but may not know where to start.

Community groups and parish councils can embed the site on their own webpages, making it easy for their members to explore the data without navigating away from a familiar site. The site does not require an account or any personal information, which means anyone can use it

immediately. The developer's consultation period runs until late 2026, giving residents time to study the information and submit their views.

As reported on freepressreleases.co.uk, the launch of What's in the Way provides a practical example of how open data and web development can support public engagement with large infrastructure projects. The site does not take a position on the scheme but instead gives people the tools to form their own conclusions based on the available evidence.