

## Vision King's Lynn: town centre ideas consultation

### A. Summary

The consultation around the public's ideas for the town centre took place from 29<sup>th</sup> November – 9<sup>th</sup> December. The purpose was to gain people's suggestions across five specific themes to help to inform the Heritage Action Zone funding submission. The consultation complemented the Vision King's Lynn town centre use and satisfaction consultation which preceded it.

People were given the opportunity to have their say in a number of ways:

- An online survey;
- Two drop-in sessions held in the Tuesday Market Place on 4<sup>th</sup> and 7<sup>th</sup> December;
- Survey leaflets distributed to 29 businesses on the High Street and Norfolk Street. These were specifically shared for employees and business owners who would have a good understanding of the area, and who would benefit being based, as they are, in the Heritage Action Zone.

The consultation was promoted extensively, including:

- Ongoing social media content across Vision King's Lynn Facebook, Twitter, and Instagram accounts. Content was also shared by the Borough Council and the LEP;
- A direct letter to all Vision King's Lynn 319 subscribers;
- A letter to town centre stakeholders, including those representing diverse groups;
- Content shared with partners, including Norfolk Chambers of Commerce.

The consultation generated a total of 119 responses.

### Key themes

A breakdown of the themes for the responses to each question and a summary of the ideas and suggestions follows but the key overall themes were:

Theme	Summary
<b>Retail offer</b>	The retail offer remains the significant focus for town centre users. The variety of shops is what is missing from, and what would add to, people's overall experience. The retail offer – and especially <b>pop-up shops</b> – are perceived as central to bringing back empty units into use. People would like to see a mix of high street brands and independents.
<b>Parking</b>	Parking is a theme running through this consultation, as it was the previous Vision King's Lynn use and satisfaction survey. People feel this is

	a barrier to their experience, that free or reasonably priced parking is missing from the town centre, and that it is something that is stopping people from coming in/staying.
<b>Market</b>	There is a large number of ideas around market provision and especially how the Tuesday and Saturday marketplaces are used.
<b>Affordability</b>	Affordability is a thread running through this consultation whether it is affordable parking, affordable rates and rents, or affordable access to facilities and services.
<b>Night-time economy</b>	What is missing from people's experience is the night-time economy. Respondents also feel that this is a barrier to town centre living.
<b>Children and young people</b>	Whilst respondents want facilities and activities inclusive for all, there were frequent mentions of the need for an offer for children and young people in the town centre.
<b>Public realm</b>	Improvements to the public realm are cited regularly, and especially, signage and seating.
<b>Covered space</b>	There is feedback about the need for a covered space whether for retail or for community use.
<b>Heritage (Events)</b>	Events is a key focus, especially for how the heritage can be brought to life, building on what has previously and successfully taken place.
<b>Community space</b>	There were frequent references to a community space for people to meet/congregate and activities take place. This could be by making use of empty retail units.
<b>Entertainment (Music)</b>	Whilst entertainment is a recurring theme, it is the music offer specifically which is mentioned frequently.
<b>Arts and Culture</b>	There is a need for an improved arts and culture offer in the town centre with numerous creative suggestions around how this might be delivered.

## B. In-Depth Findings

### 1. Apart from retail, what do you think we are missing in the town centre?

looking variety street seating venues local town centre especially cycling think parking  
will restaurants cheaper parking space etc centre big Free parking  
children people safe town outdoor shops need area  
free good activity places park ride market cycle parking retail quality  
events entertainment cafes covered play put Things Saturday markets Leisure Soft play go  
businesses

- Although the question relates to non-retail needs, the top theme emerging was related to the **retail offer**, with reference to shops by the highest number of respondents. People feel that the town is missing varied and different shops, and independent retailers especially.
- The second biggest issue for respondents relates to **parking**, with people feeling the town is missing free/cheaper parking, and a Park and Ride specifically was mentioned by some respondents.

- **The retail offer and parking** as the top two themes correlates with the Vision King's Lynn consultation taking place in November which revealed that the two biggest issues for town centre users are the choice of shops and the cost of parking.
- Respondents also feel that the town centre is lacking a **market**, and variations of this theme were highlighted by a number of people, particularly in connection with the Tuesday and Saturday Market Places. There is a sense by some respondents that these spaces should be used for these purposes.
- From the ideas shared, there appears to be a gap in the **eating and dining** offer and especially the **night-time economy** offer with a range of suggestions for what people would like to say after 6pm. There were also comments that this economy shouldn't be purely alcohol-based.
- There also appears to be a gap in the offer for **children and young people**. There were several ideas for leisure and entertainment activities for children particularly, activities which could potentially pull parents in, or make it easier for them to stay when they are in the town centre.
- Respondents would like to see **public realm** improvements: better greenery in the streets, improved lighting, better seating, and street artwork.
- The use of space came up a number of times, and especially the feeling that there is a lack of a **community space** for people to congregate within the town centre. There were also references to a **covered** space for people to shop or sit.
- With regards to **entertainment**, there were recurring mention of live music and the ability to attract acts to the town through quality live music venues. There was also mention of a gap in the provision of plays in town.
- Respondents also cited **arts and cultural** provision as a gap within the town centre, and particularly venues that provide access to the arts.
- Other themes that emerged were the need for **housing**, actions to increase **safety**, the opportunity to maximise the **history**, and **health facilities**. An interesting but low-level theme emerging – and one which mirrors the Vision King's Lynn consultation – relates to the **'feel'** of King's Lynn and the identity of the town centre.

#### What's missing in the town centre:

Theme	Summary of responses
<b>Retail offer</b>	<ul style="list-style-type: none"> <li>• Varied/different shops</li> <li>• Pop-up shops</li> <li>• Independent retailers and boutiques</li> <li>• Specific types of shops: DIY stores, news agents, retail outlet for children, homewares stores, Hanseatic town pop-up shop.</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>• Reasonably priced</li> <li>• Free parking – after 6pm</li> <li>• Park and ride – from Hardwick/Knight's Hill/South Lynn.</li> </ul>
<b>Market</b>	<ul style="list-style-type: none"> <li>• Regular</li> <li>• Indoor market</li> <li>• Proper street market</li> <li>• Market stalls</li> </ul>

	<ul style="list-style-type: none"> <li>• Tuesday and Saturday markets</li> <li>• Fairs.</li> </ul>
<b>Eating and drinking (Night-time economy)</b>	<ul style="list-style-type: none"> <li>• Wider choice</li> <li>• Places to eat 6pm – 8pm</li> <li>• Coffee culture</li> <li>• Cocktail/wine bars</li> <li>• Modern bars and restaurants</li> <li>• Small coffee shops</li> <li>• Cafes open later</li> <li>• Nightclub</li> <li>• Modern hotel.</li> </ul>
<b>Children and young people</b>	<ul style="list-style-type: none"> <li>• Baby and child friendly places</li> <li>• Splash zone, play area, sand pit</li> <li>• Soft play</li> <li>• Children's activity centre</li> <li>• Trampoline park</li> <li>• Bowling</li> <li>• Laser quest</li> <li>• Area for young people</li> <li>• Youth centres.</li> </ul>
<b>Public realm</b>	<ul style="list-style-type: none"> <li>• Floral, trees, greenery – Norfolk St, New Conduit St</li> <li>• Plants in pots</li> <li>• Better street lighting</li> <li>• Signage</li> <li>• Attractive seating / seating area</li> <li>• Artwork</li> <li>• Display clock in Tuesday Market Place.</li> </ul>
<b>Community space</b>	<ul style="list-style-type: none"> <li>• Outside lunch space</li> <li>• Covered area to meet and play music</li> <li>• Outdoor eating areas</li> <li>• Places to stop.</li> </ul>
<b>Entertainment</b>	<ul style="list-style-type: none"> <li>• Entertainment centre</li> <li>• Live music venues</li> <li>• Entertainment venues</li> <li>• Theatre that puts on plays</li> <li>• Extra seating at Corn Exchange.</li> </ul>
<b>Arts and Culture</b>	<ul style="list-style-type: none"> <li>• Identified cultural quarter</li> <li>• Art installations</li> <li>• More theatre</li> <li>• Art establishments</li> <li>• Arts centre</li> <li>• Gallery</li> <li>• Cultural centre</li> <li>• Arts for younger adults</li> <li>• Events that support integration</li> <li>• Outdoor events at Christmas and New Year.</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>• Character, attractive homes for young people</li> </ul>

	<ul style="list-style-type: none"> <li>• Residential offer.</li> </ul>
<b>Atmosphere</b>	<ul style="list-style-type: none"> <li>• Buzz</li> <li>• The town centre open and alive</li> </ul>
<b>History</b>	<ul style="list-style-type: none"> <li>• Places and events to maximise history and heritage</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Security presence to combat ASB</li> <li>• Safe pedestrian access</li> </ul>
<b>Health</b>	<ul style="list-style-type: none"> <li>• Walk in health centre for minor injuries</li> <li>• Paramedic station</li> </ul>

## 2. Apart from retail, what ideas do you have for what we could do to add value to your town centre experience?

centre retail exchange Saturday Tuesday Market Place use town centre etc especially  
 entertainment theatre places seating space well art encouraging Free parking  
 arts craft area Christmas free heritage good Children need cinema  
 Make craft market history events also town evening  
 shops year people skating parking encourage people festival  
 Arts Centre local Music use nice town centre public street live music go visit historic  
 restaurants shows month one kids

The themes emerging in response to this question were:

- Respondents would like to see an increased and enhanced **events** programme which builds on the existing festivals, events, and tours which are already deemed to be successful.
- There were numerous responses around the theme of **market**, and using the marketplaces more.
- The **retail offer** remains a focus for the town centre experience, and specifically, people would like to see this offer improved, including with **pop-up shops**.
- **Parking** is a thread running through this consultation and respondents would like to see reduced or free parking to improve their experience.
- There are many and varied responses around the **leisure** offer. This potentially correlates with the findings of the Vision King's Lynn consultation which revealed that use of the town centre for leisure purposes is low – could this be related to the existing offer?
- **Arts and culture** could improve people's experience, and making it more accessible for all.
- There is a focus on activities for **children and young people**.
- Improvements to the **public realm**, especially the street furniture and signage, is cited by respondents.
- People appreciate the **history** of the town and feel that this could be maximised.
- Some respondents would like to see a **community space** with a recognition that there is a need for a gathering point.
- **Entertainment**, and the music offer especially, would improve some people's experience.

- Opportunities for **eating and drinking**, particularly as part of the **night-time economy**, are also quoted.
- Away from parking, **travelling** into and access to the town could be enhanced.
- There are also suggestions around making the most of the **waterfront**.

**Ideas to add value to town centre experience:**

Theme	Summary of responses
Events	<ul style="list-style-type: none"> <li>• More events</li> <li>• Festivals – expand programme by location (periphery of town centre, Vancouver Quarter) and frequency</li> <li>• Family based events – events for children</li> <li>• Events on the Tuesday Market Place</li> <li>• Walks and tours</li> <li>• World food events</li> <li>• Free events.</li> </ul>
Market	<ul style="list-style-type: none"> <li>• Marketplaces – use more</li> <li>• Bigger, better market</li> <li>• Markets – Christmas, food, farmers, antique,</li> <li>• Large covered market</li> <li>• Food fairs</li> <li>• Market stalls.</li> </ul>
Retail offer	<ul style="list-style-type: none"> <li>• Pop-up shops (lower rents)</li> <li>• Better – gifts/clothes shops</li> <li>• High quality.</li> </ul>
Parking	<ul style="list-style-type: none"> <li>• Free parking – (after 4pm/after 6pm)</li> <li>• Reduced/cheaper parking charges.</li> </ul>
Leisure	<ul style="list-style-type: none"> <li>• Leisure activities - ice skating, roller skating, laser quest, bowling, crazy golf, arcades café</li> <li>• Physical activity – exercise machines, sporting activities, mindful sessions, gyms, martial arts</li> <li>• Classes and sessions – craft making, cooker demos</li> <li>• Library in centre</li> <li>• 'Man 'crèche.</li> </ul>
Arts and culture	<ul style="list-style-type: none"> <li>• More accessible</li> <li>• Art – including art projects with schools</li> <li>• More theatre</li> <li>• Public exhibition space – space for musical jam</li> <li>• Street performers</li> <li>• Projections onto buildings.</li> </ul>
Children and young people	<ul style="list-style-type: none"> <li>• Baby and toddler events</li> <li>• Children's leisure activities – soft play, adventure zone, play area, trampoline park</li> <li>• Crèche</li> <li>• Weekend events for children</li> <li>• Social area for young adults – VR zone, ice cream parlour.</li> </ul>

<b>Public realm</b>	<ul style="list-style-type: none"> <li>• Street furniture – quality, improved</li> <li>• Signage – standardised, old names,</li> <li>• Street surface – needs improvement</li> <li>• Flowers</li> <li>• Improve buildings</li> <li>• More litter bins</li> <li>• Street scene – Norfolk Street.</li> </ul>
<b>History</b>	<ul style="list-style-type: none"> <li>• Events –more, increase use of historic areas, Hanse activities</li> <li>• Maximise Shakespeare connection</li> <li>• Promote King’s Lynn history</li> <li>• Pop-up museum</li> <li>• Historic tours.</li> </ul>
<b>Community space</b>	<ul style="list-style-type: none"> <li>• Picnic areas</li> <li>• Open air cinemas</li> <li>• Outdoor covered facility that can be used for everything</li> <li>• Big community space.</li> </ul>
<b>Entertainment</b>	<ul style="list-style-type: none"> <li>• Space – better cinema (and showings), performance space, open air cinema</li> <li>• Live music</li> <li>• More music - attracting names / bands, festival in High St</li> <li>• More festive entertainment.</li> </ul>
<b>Eating and drinking (night-time economy)</b>	<ul style="list-style-type: none"> <li>• Nighttime economy – more after 6pm, not just drinking establishments</li> <li>• Floating restaurant</li> <li>• Upmarket bar.</li> </ul>
<b>Travel</b>	<ul style="list-style-type: none"> <li>• Bus – better, later services</li> <li>• Cycling – extra cycle parking, bike access to shops</li> <li>• Clearer walking trail.</li> </ul>
<b>Waterfront</b>	<ul style="list-style-type: none"> <li>• Make use of port</li> <li>• Maximise quay area.</li> </ul>

**3. What do you think we could do to make town entre living (living above the shops) attractive for people?**

properties living look anti social behaviour Clean make look buildings town centre streets  
 outside town Keep areas lower rent Make free people residential  
 shops rent parking car parking Better Cheaper  
 Free parking walks flats buildings need need Nothing safe apartments night  
 live town

There was a range of ideas emerging which can be summarised as:

- There was recognition that the exterior of the **buildings** need refurbishment/revamping to make them attractive for prospective residents.

- **Parking**, as elsewhere in this consultation and the Vision King's Lynn consultation, was a key recommendation. Respondents felt that the availability of and access to parking was a priority for town centre residents.
- People need access to **shops and services**, including more convenience/food stores.
- There were a number of ideas around the theme of the **night-time economy**. Respondents felt that potential residents need a range of things to do and places to go after hours to make town centre living attractive.
- **Affordability** is also a factor in the form of rent terms and potentially too council tax rates.
- There were recurring comments around **safety and security** including around lighting and tackling anti-social behaviour, especially in the evenings.
- Ideas around the **design** of the accommodation were also shared, including around the provision of associated green space and courtyards.
- There were suggestions too around the **public realm** and making this more attractive.
- Respondents also shared ideas for how town centre living can be **marketed**.

**Ideas to encourage town centre living:**

Theme	Summary of responses
<b>Buildings</b>	<ul style="list-style-type: none"> <li>• Buildings need TLC</li> <li>• Renovate and update existing buildings – painting, cleaning up</li> <li>• Make buildings modern and attractive</li> <li>• Support landlords to upgrade</li> <li>• Tax offices in County Court road – turn into flats and maisonettes, garages on ground floor</li> <li>• Demolish Argos building and nightclub next to it.</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>• Make parking free/better</li> <li>• Offer parking concessions/allocated parking</li> <li>• Ground floor beneath empty spaces can be used as garages</li> <li>• Offer better road access</li> <li>• Provide cycle parking.</li> </ul>
<b>Shops and services</b>	<ul style="list-style-type: none"> <li>• Offer better/fewer empty shops</li> <li>• Provide a food / convenience store/greengrocers</li> <li>• Provide shopping centres</li> <li>• Provide more clothing shops</li> <li>• Provide better leisure and cultural attractions.</li> </ul>
<b>Night-time economy</b>	<ul style="list-style-type: none"> <li>• Create a more vibrant night-time economy</li> <li>• Provide late night opening</li> <li>• Places to visit and activities in the evening</li> <li>• Offer things to do after work/'after dark'</li> <li>• Provide more responsible nightlife</li> <li>• Provide a café culture</li> <li>• Make the high street more alive in the evening.</li> </ul>
<b>Affordability</b>	<ul style="list-style-type: none"> <li>• Offer affordable/low/lower rents (for first two years)</li> <li>• Ease rates/cheaper council tax/create a special tax band for the town centre.</li> </ul>



<b>Safety and security</b>	<ul style="list-style-type: none"> <li>• People need to feel safe</li> <li>• Provide well-lit access/better street lighting</li> <li>• Greater police presence</li> <li>• Tackle anti-social behaviour especially in the evenings</li> <li>• Provide secure storage</li> <li>• Provide more security</li> <li>• Maintain housing standards.</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>• Offer good quality apartments</li> <li>• Soundproof</li> <li>• Tint windows</li> <li>• Offer eco apartments</li> <li>• Offer green space/little gardens/private courtyards.</li> </ul>
<b>Public realm</b>	<ul style="list-style-type: none"> <li>• Maintain the alleyways/pavements</li> <li>• Make the streets presentable</li> <li>• Offer seating outside.</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Target young professionals</li> <li>• Make people aware of what's on offer</li> <li>• Market the convenience of town centre living.</li> </ul>

#### 4. What ideas do you have for what we can do to bring the town's heritage to life?

information need historic help children open weekends Think lighting always things  
 better advertising living working create free Heritage Open Day heritage days  
 Promote buildings signage good offer use market places Make well  
 town one events times heritage Even people  
 bring local perhaps old centre day enough market open days places etc  
 advertising interest open history walks themed days Lynn guided walks interactive maybe

- The key theme emerging was around **events** – increased and varied, and creative suggestions for providing more, better, frequent events for all. This builds on the existing events programme which appears to be perceived as a strength.
- Complementing this is the recurring theme of **tours**, recognising that one way to bring the heritage to life is by getting out and seeing it through walks for all.
- There are a number of suggestions around the theme of **arts and culture**, which in many ideas builds on what has been done previously.
- Access to **information** and knowledge is a recurring topic, with ideas shared around how people can learn about the heritage of the area.
- There are also many suggestions around the topic of **marketing** and how better awareness can be created around the heritage attributes which King's Lynn offers.
- A key theme in the area of the **public realm** is better signage, including heritage plaques to signpost people to the heritage and history within the town centre.

- With regard to the **marketplaces**, there were suggestions around reverting these to their original purpose and removing car parking.
- A number of ideas were shared around the maintenance and improvement of the **buildings**, and opening these up to the public.
- Feedback also included how **shops and facilities** can support the heritage offer, including through **pop-up shops**.
- Respondents also suggested the importance of **affordability** of the heritage to make it an inclusive offer.
- **Travel** was also mentioned by respondents, including better public transport.
- **The waterfront** is an area of historic potential and there were suggestions around maximising the opportunity here.

**Ideas to bring the heritage to life:**

Theme	Summary of responses
<b>Events</b>	<ul style="list-style-type: none"> <li>• Expand current offer and frequency of heritage events/sessions to provide regular, accessible events all year round</li> <li>• Heritage days/living heritage days/heritage festival/heritage open weekend</li> <li>• Heritage family events/events for children/fun days/children's heritage day</li> <li>• Fully exploit Hanseatic link and history</li> <li>• Themed heritage days – Georgian/Medieval/ghost</li> <li>• Events for all ages</li> <li>• Ancient festival</li> <li>• King John day</li> <li>• Old sporting events</li> <li>• Comic Con</li> <li>• Music events – jazz on the marketplace</li> <li>• Craft and bric a brac fairs</li> <li>• Carnivals</li> <li>• Parades</li> <li>• Shows.</li> </ul>
<b>Tours</b>	<ul style="list-style-type: none"> <li>• Free walking tours</li> <li>• Guided walks/ghost walks/maritime walks</li> <li>• Tours of places of interest</li> <li>• Town walks at all times</li> <li>• Trail to historic place</li> <li>• Guides in dress of the time</li> <li>• Treasure hunt for children.</li> </ul>
<b>Arts and Culture</b>	<ul style="list-style-type: none"> <li>• Decorated statue tour (like Norwich)</li> <li>• Art installations/local art works/modern artwork</li> <li>• Interactive displays</li> <li>• Lighting up of buildings/illuminate at night</li> <li>• Make use of post office as a cultural/performance space</li> </ul>

	<ul style="list-style-type: none"> <li>• Music bands/concerts/recitals/music for all at low cost</li> <li>• Street theatre/outdoors performance.</li> </ul>
<b>Information</b>	<ul style="list-style-type: none"> <li>• Heritage information and images in empty shops</li> <li>• Information in app</li> <li>• Dedicated Heritage officer</li> <li>• Information boards/noticeboards/simplify descriptions</li> <li>• More interpretation boards</li> <li>• Heritage seminars</li> <li>• Maps</li> <li>• Audio for walking tours.</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Sell what we have – better social media and more advertising/advertise museums</li> <li>• Market to local villages/national and international visitors</li> <li>• Develop Visit West Norfolk website and app</li> <li>• Promote beyond West Norfolk</li> <li>• Promote famous people</li> <li>• Promote offer – for example, Guildhall</li> <li>• Support organisations/Guildhall Trust</li> <li>• Maximise TV and filming links.</li> </ul>
<b>Public realm</b>	<ul style="list-style-type: none"> <li>• Better street signage</li> <li>• Heritage plaques/interpretative plaques</li> <li>• Signage across True's Yard</li> <li>• Brown signs</li> <li>• Old street names/more traditional signage</li> <li>• Seats and planting around the Majestic.</li> </ul>
<b>Marketplaces</b>	<ul style="list-style-type: none"> <li>• Restore the market</li> <li>• Remove car parking in marketplaces</li> <li>• Use marketplaces for events</li> <li>• Outdoor markets</li> <li>• Plant sales on the Tuesday Market Place</li> <li>• Dining in the square.</li> </ul>
<b>Buildings and Spaces</b>	<ul style="list-style-type: none"> <li>• Preserve and maintain buildings</li> <li>• Improve Guildhall frontage/refurbishment</li> <li>• New buildings in keeping with the old style</li> <li>• Make the most of buildings with Hanseatic roots</li> <li>• Encourage owners to open up their buildings</li> <li>• More museums</li> <li>• Low cost spaces for wellbeing events/areas for relaxation</li> <li>• Open up Custom House.</li> </ul>
<b>Shops and Facilities</b>	<ul style="list-style-type: none"> <li>• Include the shops in the heritage offer</li> <li>• Shopping malls, pop-up shops, Hanseatic pop-up shops, pop-up facilities</li> <li>• Display in empty units of what town looked like</li> <li>• Guildhall café</li> <li>• Café and shop at the Minster</li> <li>• Empty shop – pop-up museum.</li> </ul>
<b>Affordability</b>	<ul style="list-style-type: none"> <li>• Free museum entry</li> </ul>

	<ul style="list-style-type: none"> <li>• Multi use ticket</li> <li>• Discounted rate for shop staff and volunteers.</li> </ul>
<b>Travel</b>	<ul style="list-style-type: none"> <li>• Better public transport/hop on bus to all services</li> <li>• Free bus transport – like Calais</li> <li>• Reasonable car parking</li> <li>• Pedestrian priority zone*</li> <li>• Multi story parking</li> <li>• Build an overhead monorail from King's Lynn to Hunstanton.</li> </ul>
<b>Waterfront</b>	<ul style="list-style-type: none"> <li>• Remove Quay parking and create outdoor spaces</li> <li>• Bring historic skills back to waterfront</li> <li>• Regenerate the port – similar to mysticseaport.org</li> </ul>

\*A respondent provided a very full response to this point and their contact details should you like to discuss more.

## 5. What ideas do you have for what we could do to make the most of our empty retail units?

reducing rents selling charge advertising independent day promote stores one venues  
support maybe attracted help etc organisations need make shop business rates services  
small businesses start businesses charity larger start display local businesses live  
craft free parking rates short term free children spaces go units Make  
pop  
business clothes town see rents old shops  
town centre shops Lynn local low rates use evening people  
attractive empty kids small Turn pop area good ideas bring book prices  
may will work Reduce reduced rent rates retailers take Fill events lower encourage  
Lower rents rental retail indoor market place people will Drop coffee King Lynn empty units  
parking pop-up shops cheaper Offer

There are two main resounding themes emerging from the responses to this question – improve the **retail offer** and make it **affordable**.

- Respondents would like to see the empty units used to improve the **retail offer** and specifically would like to see more **pop-up shops**: this type of retail offer was mentioned frequently across a range of genres and types.
- Respondents would also like to see a mix of high street brands and independents in their **retail offer**.
- **Affordability** is a big issue for respondents and there were numerous comments and suggestions about reducing rent and rates.
- There were ideas around **community and charity use**, and making these units spaces which can be used for free or good causes.
- There were varied suggestions around how the units could be used to provide **leisure** facilities, particularly for families and children.
- A number of respondents suggested using the space to provide a covered **market** offer.
- **Arts and culture** was a running theme throughout the feedback and particularly using the space for arts and music.

- Some suggestions concerned how the units could be used to provide a wider **business support** offer for non-retail.
- There were comments that the units could be used to provide **housing**, especially on the edge of town.
- There were a few suggestions around the use of the units for **events** and workshops particularly.
- Respondents feel that there is some scope to use units for an **eating and drinking** offer.
- A few comments concerned making the empty **buildings** more attractive.
- **Parking** was once again cited as a town centre barrier.
- There was a small number of remarks around the **strategic approach** to offering town centre units.
- Finally, it is also worth noting the responses to the previous question which suggested that empty units could be used to provide information centres around the **heritage**.

#### Ideas for empty retail units:

Theme	Summary of responses
<b>Retail offer</b>	<ul style="list-style-type: none"> <li>• <b>Pop-up shops</b></li> <li>• Arts/culture shops</li> <li>• Independents – artisans/entrepreneurs/niche retail</li> <li>• High street brands – Topshop, Zara, Oasis, Gap, Warehouse</li> <li>• Gift shop selling King's Lynn memorabilia</li> <li>• Clothes shops/children's clothes shop</li> <li>• Antique/quirky/second hand</li> <li>• Smoothie shop</li> <li>• No more charity/vape/hairdresser/phone shops.</li> </ul>
<b>Affordability</b>	<ul style="list-style-type: none"> <li>• Lower/reduce/competitive/peppercorn/discounted rents</li> <li>• Waive/reduce rates</li> <li>• Cheaper rent for start-ups</li> <li>• Discounted for pop-ups</li> <li>• Attractive short-term rents</li> <li>• 0 rent first year then % of profits 2-5 years</li> <li>• Time limited rents</li> <li>• Priority to start up /cottage industries.</li> </ul>
<b>Charities and community use</b>	<ul style="list-style-type: none"> <li>• Temporary use by charities</li> <li>• Soup kitchen for homeless</li> <li>• Advertising for voluntary organisations</li> <li>• Community café</li> <li>• Shoppers library</li> <li>• Community drop in sessions</li> <li>• Children's centre</li> <li>• Elderly drop-in to reduce loneliness.</li> </ul>
<b>Leisure</b>	<ul style="list-style-type: none"> <li>• Table tennis</li> <li>• Bowls</li> <li>• Games venue</li> <li>• Children's activities</li> </ul>

	<ul style="list-style-type: none"> <li>• Soft play</li> <li>• Clubs for children and adults</li> <li>• Areas for mums and babies</li> <li>• Escape room</li> <li>• Arcade</li> <li>• Healthy living.</li> </ul>
<b>Market</b>	<ul style="list-style-type: none"> <li>• Pop-up market</li> <li>• Indoor market/covered stalls/table sales/craft stalls</li> <li>• Split big units into market space.</li> </ul>
<b>Arts and culture</b>	<ul style="list-style-type: none"> <li>• Art galleries</li> <li>• Art in windows</li> <li>• Exhibitions</li> <li>• Pop up arts and crafts</li> <li>• Music studio</li> <li>• Drama/music workshops</li> <li>• Pop up cultural information places</li> <li>• Photo exhibition.</li> </ul>
<b>Business support</b>	<ul style="list-style-type: none"> <li>• New start-ups space</li> <li>• Local schools business project</li> <li>• Local business drop-ins to promote business</li> <li>• Business advisor for first year of trading</li> <li>• Meeting room for business hire.</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>• Provide accommodation in empty units</li> <li>• Combine retail with town centre living</li> <li>• Convert units on edge of town into residential</li> <li>• Turn empty space above shops into living accommodation.</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Convert empty unit into exhibition hall</li> <li>• Craft workshops</li> <li>• Foreign language sessions</li> <li>• Town talks</li> </ul>
<b>Eating and Drinking</b>	<ul style="list-style-type: none"> <li>• Wine bars</li> <li>• More/small restaurants</li> <li>• Deli</li> <li>• Internet café.</li> </ul>
<b>Buildings</b>	<ul style="list-style-type: none"> <li>• Encourage landlords to make shop fronts respectable if empty</li> <li>• Paint windows (with art students/children)</li> <li>• CPO on the hotel/restaurant/bar at the corner of Railway Road/Wellesley St.</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>• Scrap/reduce parking fees</li> <li>• More reasonable parking prices.</li> </ul>
<b>Strategic Approach</b>	<ul style="list-style-type: none"> <li>• Stop units on Hardwick</li> <li>• Offer flexible space</li> </ul>