

# St Georges Guildhall and Creative Hub Community and Stakeholder Group

## Workshop collated ideas

### 1. What activities currently happen at the Guildhall complex?

- Local drama/musicals/plays/dancing
- Visual Arts including schools – pottery for instance
- Tours of the site for visitors and children/guides/volunteers
- Existing food offer
- Cinema club
- Lectures/meetings/talks
- King's Lynn Festival
- Touring Companies
- Vaccination Centre/commercial hire
- Comedy nights
- Kick The Dust
- General opening
- Showing films
- Workshops
- Storage
- Offices
- Gardens
- Parking
- Occasional pop-ups – Courtyard and Riverside space

### 2. How do we/can we measure the benefits these activities bring to the community?

- Visitor numbers/footfall
- King's Lynn Festival events – Audience numbers
- Feedback forms/polls/surveys
- Social media 'hits'
- Vision King's Lynn 2019 consultation
- Numbers of students involved in cultural activity (How do we target young people?)
- Financial income – Commercial/hires/donations/sponsorship
- Ticket sales
- Repeat visits
- Word of mouth/anecdotal
- Media – TV and radio
- Wider tourism impact – Town centre numbers

### 3. What does the current use tell us about the potential for more opportunities and new uses and what would need to happen to realise those opportunities?

- Creative pop-up
- Mini 'junk yard'
- Education in training – music, drama, media studies
- University placements (Colin's proposal)
- Offer to coincide with Town Guides
- Targeting younger/vulnerable people including schools and ad hoc events ie. Music
- Events/meeting space for parents and young children (nursery)
- Arts and craft clubs
- 'Hall to hire' – Shakespeare Barn
- Conservation building/craft skills
- Limited Tech resource/GH Facilities

- Marketing – joined up approach/working together/BCKLWN, Arts organisations etc to maximise audiences/marketing
- Refurb
- Frontage
- Improved engagement with education in the widest sense, more cultural experiences, apprenticeships
- Staffing/ resource/equipment/money/expertise/skills/experience/quality experience
- Accessibility – Physical and psychological
- Free events

#### **4. Which areas offer the most scope for meanwhile uses?**

- Shakespeare Barn – Weddings/parties/event space to hire
- White Barn – Maker space/artists
- Red Barn/Fermoy – Creative workspace – exhibition space
- Courtyard – pop-ups
- Garden areas
- AFTER DARK!!
- Tourists – Shakespeare Link? ‘Festival Town’ offer, heritage town buildings
- Visual arts – more exhibitions (E.Open)
- Workshops – multipurpose, generational opportunities
- Pop-ups – trials/food – Courtyard area
- Christmas Craft fair etc/ markets
- Street artists
- Pedestrianised King Street
- Joint ‘Best of Fest’ weekend with partnership working
- Procession – public event
- Food/street food (Folkes model)
- BID/Discover – Arts and business stronger links will benefit town
- Maximising River links – Move ferry?
- Better anti-clash activity – Communication
- MORE cultural activity
- Better marketing/advertising – joined up thinking....Arts Officer (cultural)?

#### **5. Who might be attracted and users?**

- Students
- Young people and children
- Creative people
- Musicians
- Seniors
- ESOL?
- Hanse connections
- Physical consultation to attract a wider audience
- Shakespeare enthusiasts
- Education sector (FE/HE)
- Sponsors/Donors
- Oversea visitors/out of town visitors (Tourism)
- Locals! + Regen+ Deprived areas/hard to reach groups
- Football club/local business
- Holiday makers
- Heritage visitors
- Office rentals

- Creatives – workshop participants
- Celebrities
- Amateur dramatics
- Professional theatre performers
- Visual artists
- Venue hirers (new and Old)
- See King's Lynn as a cultural centre NOT Norwich, Cambridge – More people to look to WN for culture.