

Vision King's Lynn:
Pop-up Survey Findings
November 2021



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Executive Summary

Overview

The Vision King's Lynn pop-up survey took place online from 5th October – 24th October 2021. Respondents were invited to take part on the premise of running their own business, thinking of setting one up, or wanting to turn their hobby into a career, with a view to giving their opinions on pop-up spaces in King's Lynn. 104 respondents took part in the survey.

As with other Vision King's Lynn surveys – with which this aligns – the survey was promoted via our channels, including the Vision King's Lynn website, and in the local media. As this was delivered in partnership with Discover King's Lynn, the survey was also promoted via their channels too. We also shared it directly with our 850 Vision King's Lynn subscribers.

Key Themes

There are a number of key themes that emerge throughout the feedback:

- **A need for 'space'** – feedback clearly indicates a need for space when setting up and / or growing a business and, in particular, inside space. There is a general sense of positivity towards the idea of pop-up space being offered in King's Lynn.
- **Flexibility** – however, noting that any offering should be flexible to meet the needs of different types of businesses, such as when thinking about rental frequencies and lengths, facilities offered, and sizes of space available.
- **Location** – clearly, town centre is best, such as in / around the Vancouver area, but there were suggestions of the regeneration of empty shops for pop-up spaces - providing footfall is good.
- **Affordability** – as might be expected, affordability of spaces is important, noting financial constraints when starting / growing a business (but without compromising on location and facilities offered).
- **'A tool for business growth'** – reaching new customers and growing customer following are key requirements from participating in a pop-up scheme, and are key messages to convey to potential users in any marketing communications (as well as 'flexibility' and 'affordability').

Key Findings

A. What do, make or sell (or intend to)

1. Responses are wide-ranging, but respondents are most likely to make or sell 'arts and crafts' (33.7%).
2. Other notable mentions, albeit at a lower level, include food (14.4%), accessories (13.5%), homeware and soft furnishings (11.5%) and jewellery (10.6%).

B. Length of time trading for

3. 26% of respondents say they are not trading yet / the question is not applicable, indicating that around three quarters of respondents are currently trading.
4. A small number (8.6%) have been trading for less than a year; and 29.7% for less than 3 years.
5. However, 44.2% of respondents have been trading for 3 years or more; indeed, 10.6% for 15 years or more.

C. Average price of products sold

6. The most popular option selected by respondents is £20 or more (32% of respondents), and when asked to be more specific, responses range from £20 up to £12,000!

7. A higher percentage overall (36.9%) offer products for less than £10. This includes 15.5% of respondents say their average price is less than £5, and 21.4% £5 - £9.99.

D. Business status

8. Respondents were most likely to describe their business as a 'growing business' (32.7%).

9. 24% describe their business as a 'start-up'.

10. A 'hobby only' or 'side-line to supplement their main income' are descriptors used by 13.5% of respondents.

E. Main barrier to setting up / growing business

11. Lack of space is perceived to be the main barrier to setting up / growing a business (28.8%) - and an additional 9.6% mention a lack of **affordable** space specifically (having selected 'other – please specify').

12. The second most popular response is finance issues (23.1%).

F: Support required to develop business

13. Space is, by far, the most likely need chosen by respondents to develop their business (62.1%).

14. Other key mentions are grants (49.5%) and business support (35.9%).

15. Training is required by 9.7%.

16. The large majority require some kind of support, noting that only 10.7% say they don't need any support at all.

G: How often might like to rent pop-up space

17. When asked how often they might like to rent a pop-up space, the most popular response was once a month (26.7%).

18. One in ten of those who responded (10%) thought they might need something on a daily basis; and a further 14.4% once a week.

19. 18.9% say they might require a pop-up space for special events only, such as Christmas.

H: How long might want to use pop-up space at a time

20. Respondents are most likely to want to use pop-up space for a weekend at a time (27.8%); and 10% might want a space for one day only at a time.

21. A notable number, however, was thinking longer-term, with 15.6% saying they might require a space for more than six months.

I: Type of facilities might need

22. Inside space is, by far, the most needed type of facility, and by the large majority of respondents (90%).

23. Other key facilities are electricity (66.7%), WiFi (53.3%) and tables (47.8%).

J: Indication of size of space looking for

24. Indications of sizes of spaces respondents are looking for are wide-ranging, with just under a third of respondents (30.4%) estimating between 5m² and 9m². Indeed, 9m² is most commonly cited, and by 20.3% of respondents.

25. However, 17.7% of respondents say they are looking for a space of 20m² or larger.

K: What would like to get from participating in pop-up scheme

26. Respondents are most likely wanting to reach new customers (80%) and grow customer following (73.3%) as a result of participating in a pop-up scheme.

27. Maximising new sales is also important to a notable number (58.9%).

L: How much would respondents expect to pay in rent for pop-up space per day

28. As might be expected, expectations of daily rent for a pop-up space are wide-ranging – from free of charge up to £100 per day.

29. The most likely expectations were of £20 and £29 per day (26.5% of respondents), although a notable number (18.1%) have much higher expectations of £50 or more per day.

30. However, *on average*, respondents would expect to pay £34.78 per day.

M: Preferred pop-up location in King's Lynn

31. As might be expected, preferred pop-up locations are in the town centre where footfall is high.

32. The Vancouver Quarter / area was the most likely specific area mentioned, by 14.1%.

33. Using empty shops, such as Debenhams and Argos, was mentioned by some (11.5%).

N: Longer-term plan

34. 40.4% of those who responded say their longer-term plan is to grow a business.

35. Starting a business is the longer-term plan for 12.4%, closely followed by moving into permanent trading premises (11.2%).

O: Whether would like to be kept informed about survey findings & opportunities to rent pop-up space in King's Lynn

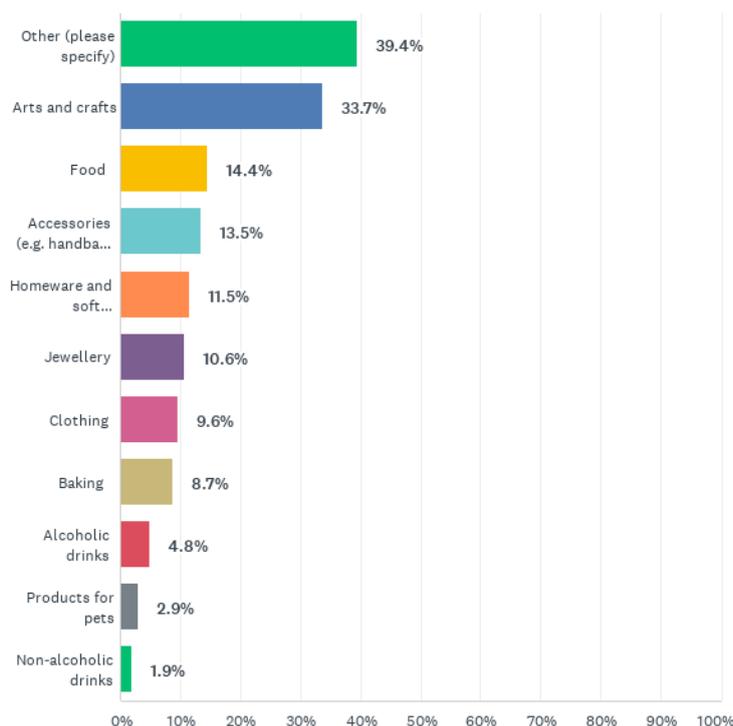
36. Encouragingly, the large majority of the 85 respondents who responded to this question (90.6%, 77 respondents) would like to be kept informed about the survey findings and opportunities to rent a pop-up space in King's Lynn.

Overall Findings

1. What do, make or sell (or intend to)

When respondents are asked what they do, make or sell (or intend to), responses were wide-ranging (noting 39.4% select the 'other' option). However, they are most likely to say 'arts and crafts' (33.7%).

Other key mentions, albeit at a lower level, include food (14.4%), accessories (13.5%), homeware and soft furnishings (11.5%) and jewellery (10.6%).



RESPONSE	%
Other (please specify) *	39.4
Arts and crafts	33.7
Food	14.4
Accessories (e.g. handbags, hats, gloves, belts, scarves, sunglasses etc.)	13.5
Homeware and soft furnishings	11.5
Jewellery	10.6
Clothing	9.6
Baking	8.7
Alcoholic drinks	4.8
Products for pets	2.9
Non-alcoholic drinks	1.9
* Other comments	A wide variety of 'other' responses, with each of the following cited by two respondents: <ul style="list-style-type: none"> • Candles / wax melts

	<ul style="list-style-type: none"> • Cosmetics / skincare • Flowers • Sweets • Photography
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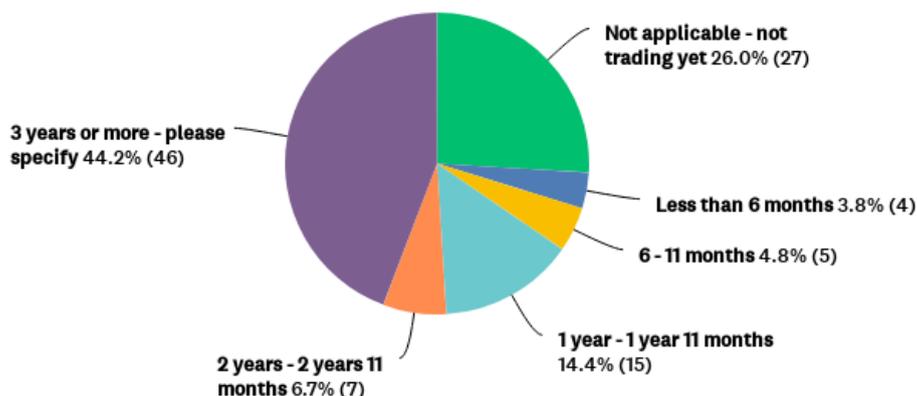
Response rate to this question: 104 people (100% of survey respondents)

2. Length of time trading for

When asked how long they have been trading for, around a quarter of respondents (26%) say they are not trading yet / the question is not applicable, indicating that around three quarters are currently trading.

Only a small proportion of respondents (8.6%) say they have been trading for less than a year; and 29.7% for less than 3 years.

However, 44.2% of respondents have been trading for 3 years or more; indeed, 10.6% for 15 years or more.



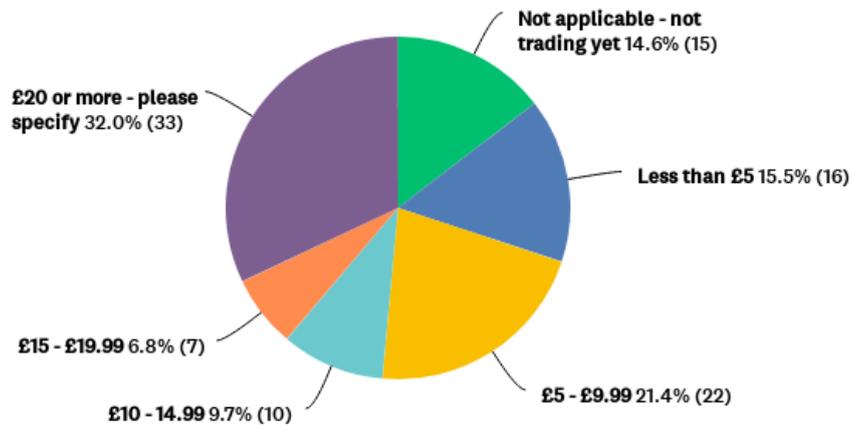
LENGTH OF TIME	%
Not applicable – not trading yet	26
Less than 6 months	3.8
6 – 11 months	4.8
1 year – 1 year 11 months	14.4
2 years – 2 years 11 months	6.7
3 years or more (please specify) *	44.2
*The 44.2% selecting the response '3 years or more' were asked to specify number of years. Responses range widely from 3 years to 46 years, but can be grouped as below:	
3 – 5 years	15.4
6 – 9 years	9.6
10 – 14 years	4.8
15+ years	10.6
Further details not given	3.8

Response rate to this question: 104 people (100% of survey respondents)

3. Average price of products sold

The most popular option selected by respondents is £20 or more (32% of respondents), and when asked to be more specific, responses range from £20 up to £12,000!

A higher percentage overall (36.9%) offer products for less than £10. This includes 15.5% of respondents say their average price is less than £5, and 21.4% £5 - £9.99.

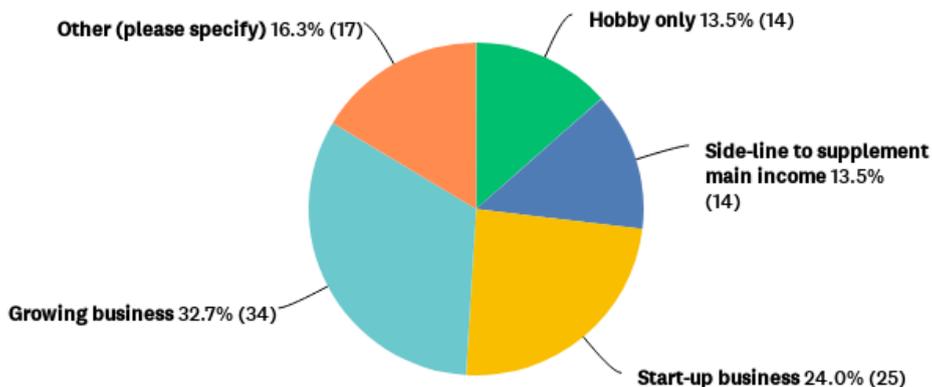


AVERAGE PRICE	%
Not applicable – not trading yet	14.6
Less than £5	15.5
£5 - £9.99	21.4
£10 - £14.99	9.7
£15 - £19.99	6.8
£20 or more (please specify)	32

Response rate to this question: 103 people (99% of survey respondents)

4. Business status

When asked to describe the status of their business, respondents are most likely to say a 'growing business' (32.7%). 24% describe their business as a 'start-up'; with a 'hobby only' or 'side-line to supplement their main income' mentioned by 13.5% of respondents respectively.



STATUS	%
Growing business	32.7
Start-up business	24
Other (please specify) *	16.3
Hobby only	13.5
Side-line to supplement main income	13.5
*Other comments	Numbers are small, but notable 'other' mentions are: <ul style="list-style-type: none"> • Charity (3.8%) • Established business (2.9%)

Response rate to this question: 104 people (100% of survey respondents)

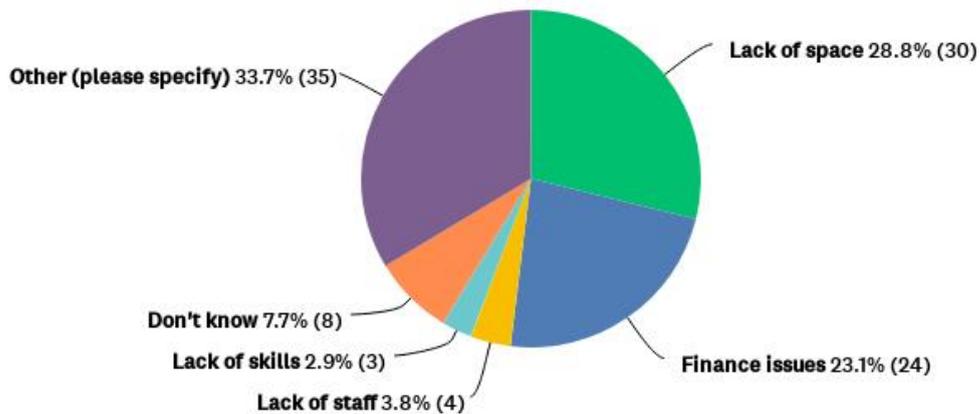
“Charity for adults with learning disabilities”

“Charity / informing survivors and campaigning for better services in our area”

5. Main barrier to setting up / growing business

The main option selected by respondents as a barrier to setting up or growing their business is perceived to be a lack of space (28.8%), closely followed by finance issues (23.1%). Lack of staff and lack of skills are mentioned by comparatively small numbers of 3.8% and 2.9% respectively.

Other was selected by 33.7% of respondents. And of these respondents, 9.6% mentioned a lack of *affordable* space specifically.



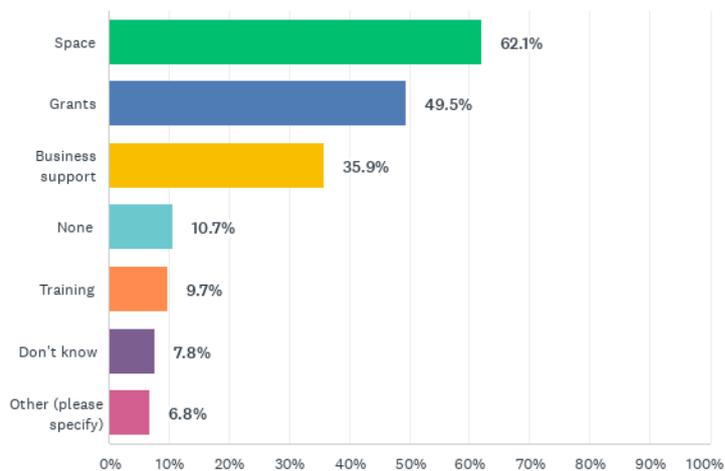
BARRIER	%
Other (please specify) *	33.7
Lack of space	28.8
Finance issues	23.1
Don't know	7.7
Lack of staff	3.8
Lack of skills	2.9
*Other comments	Key 'other' mentions include: <ul style="list-style-type: none"> • Lack of <i>affordable</i> space (9.6%) • Lack of time (5.7%) • Marketing costs (1.9%) • Lack of <i>skilled</i> staff (1.9%)

Response rate to this question: 104 people (100% of survey respondents)

6. Support required to develop business

By far the most likely support required to develop their business is space (62.1%). Grants (49.5%) and business support (35.9%) are also key mentions. Training is mentioned as a requirement by 9.7%.

Indeed, support of some kind is required by the large majority, noting that only 10.7% say they don't need any support at all.



SUPPORT	%
Space	62.1
Grants	49.5
Business support	35.9
None	10.7
Training	9.7
Don't know	7.8
Other (please specify) *	6.8

***Other comments**

Numbers are small, but 'other' comments include:

"A time limited Borough Council umbrella Public Liability Insurance fee that I could pay to them every time I run a stall with them."

"An opportunity to rent space in my hometown, at realistic sole trader costs."

"Help with taxes and finance."

"Guidance on self-employment rules."

Response rate to this question: 103 people (99% of survey respondents)

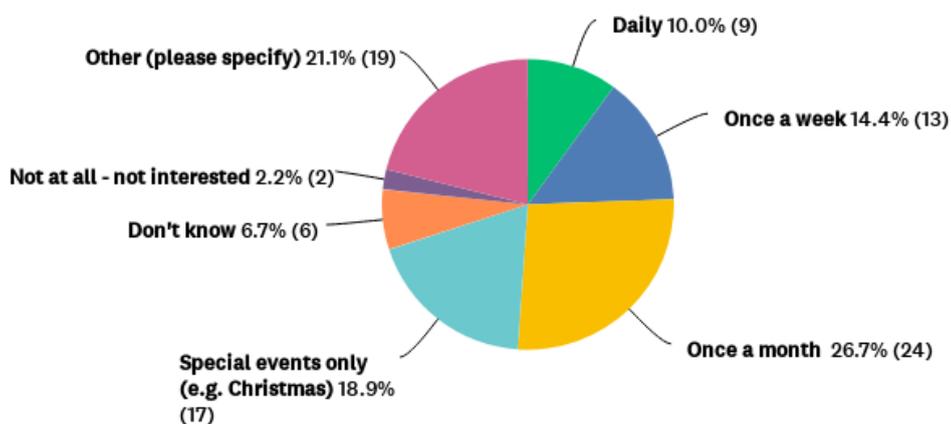
7. How often might like to rent pop-up space

When asked how often they might like to rent a pop-up space, the most popular response was once a month (26.7%).

One in ten of those who responded (10%) thought they might need something on a daily basis; and a further 14.4% once a week.

18.9% say they might require a pop-up space for special events only, such as Christmas.

Other was the second most popular option selected (21.1%) and this encompassed broad comments such as 'depending on cost.'



FREQUENCY	%
Daily	10
Once a week	14.4
Once a month	26.7
Special events only (e.g. Christmas)	18.9
Don't know	6.7
Not at all – not interested	2.2
Other (please specify) *	21.1

*Other comments

A variety of 'other' frequencies cited; some caveated with 'depending on cost'

"At various times throughout the year - depending on costs."

"A few times per year, maybe quarterly."

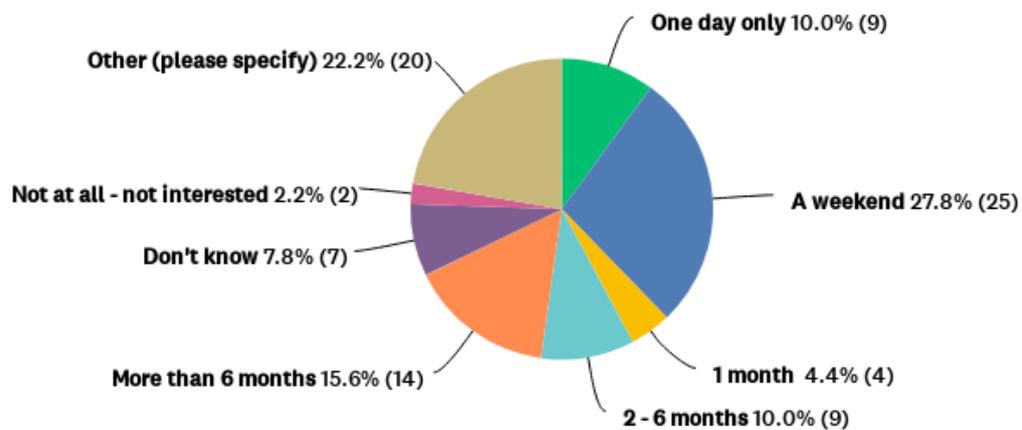
"Most of the options, depending on the cost. A week at a time or more etc. or weekends."

Response rate to this question: 90 people (87% of survey respondents)

8. How long might want to use pop-up space at a time

Respondents are most likely to want to use pop-up space for a weekend at a time (27.8%); and 10% might want a space for one day only at a time.

However, a notable number are thinking longer-term, with 15.6% saying they might require a space for more than six months.



LENGTH OF TIME	%
One day only	10
A weekend	27.8
1 month	4.4
2 – 6 months	10
More than 6 months	15.6
Don't know	7.8
Not at all – not interested	2.2
Other (please specify) *	22.2

***Other comments**

Those selecting 'other' are typically wanting a mix of different lengths of time, to suit individual requirements (likely flexibility and cost dependent):

"A few days - maybe a weekend or 3-4 days midweek during Nov/Dec."

"Either a weekend or a week at a time. Or one day only. Flexible really but definitely short terms at a time due to having a full-time job."

"Various durations from weekend to 2-week slots -"

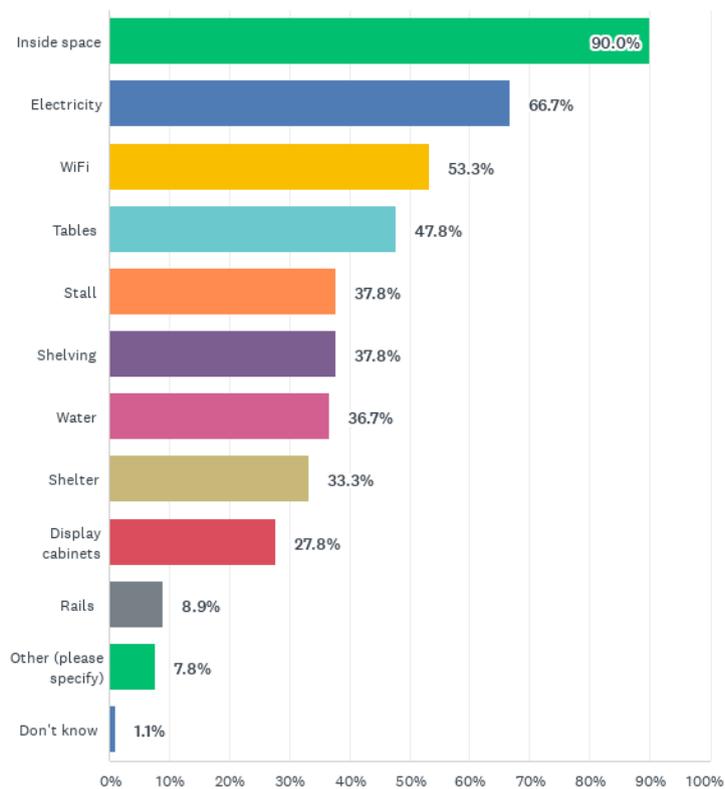
"We would be interested in one off events and possibly for more than 6 months."

Response rate to this question: 90 people (87% of survey respondents)

9. Type of facilities might need

Inside space is, by far, the most needed type of facility, and by the large majority of respondents (90%). Other key mentions are electricity (66.7%), WiFi (53.3%) and tables (47.8%).

Indeed, most facilities are thought to be a requirement by at least a quarter of respondents respectively.



FACILITY	%
Inside space	90
Electricity	66.7
WiFi	53.3
Tables	47.8
Stall	37.8
Shelving	37.8
Water	36.7
Shelter	33.3
Display cabinets	27.8
Rails	8.9
Other (please specify) *	7.8
Don't know	1.1

***Other comments**

Numbers are small, and comments include:

"Accessible / ground floor & free parking."

"Above eye level hanging space, possibly external, on the main town streets."

Response rate to this question: 90 people (87% of survey respondents)

10. Indication of size of space looking for

In response to an open question, indications of sizes of spaces respondents are looking for are wide-ranging, with just under a third of respondents (30.4%) estimating between 5m² and 9m². Indeed, 9m² is the size most commonly cited, and by 20.3% of respondents.

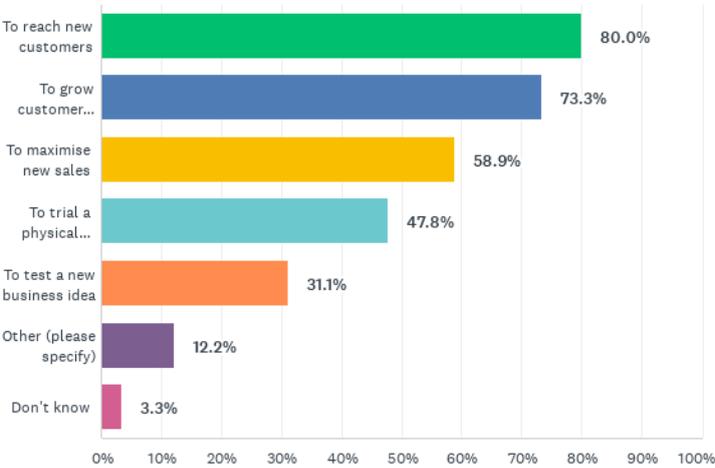
17.7% of respondents, however, say they are looking for a space of 20m² or larger.

APPROX. SQUARE METRES	%
<5m ²	16.5
5 – 9m ² *	30.4
10 – 19m ²	21.5
20+m ²	17.7
Don't know	13.9
*9m ² is most commonly mentioned, and by 20.3% of respondents	

Response rate to this question: 79 people (76% of survey respondents)

11. What would respondents like to get from participating in pop-up scheme

Respondents are most likely to want to reach new customers (80%) and grow customer following (73.3%) as a result of participating in a pop-up scheme. Maximising new sales is also important to a notable number (58.9%). Essentially the purpose would be to aid growth.



RESPONSE	%
To reach new customers	80
To grow customer following	73.3
To maximise new sales	58.9
To trial a physical presence	47.8
To test a new business idea	31.1
Other (please specify) *	12.2
Don't know	3.3
*Other comments	
No clear themes emerging, but comments include:	
<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 45%;"> <p><i>"An opportunity that could not normally afford."</i></p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 45%;"> <p><i>"Bring a bit of a craft, vintage and collectable presence back into the town centre."</i></p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 45%;"> <p><i>"Connect with other local businesses."</i></p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 45%;"> <p><i>"Ease of having a permanent space rather than doing craft fairs on a day basis. Setting up and taking down on same day."</i></p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 45%;"> <p><i>"To create a buzz in King's Lynn."</i></p> </div> </div>	

Response rate to this question: 90 people (87% of survey respondents)

12. How much would expect to pay in rent for pop-up space per day

Expectations of daily rent for a pop-up space are wide-ranging – from free of charge up to £100 per day.

Most likely expectations are between £20 and £29 per day (26.5% of respondents), although a notable number (18.1%) have much higher expectations of £50 or more per day. However, **on average**, respondents would expect to pay £34.78 per day.

AMOUNT	%
Free of charge	3.6
<£20	13.3
£20 - £29	26.5
£30 - £39	10.8
£40 - £49	4.8
£50+	18.1
Don't know *	22.9
* Respondents typically unable to give a view, saying costs would be dependent on location	

Response rate to this question: 83 people (80% of survey respondents)

13. Preferred pop-up location in King's Lynn

As might be expected, preferred pop-up locations are in the town centre where footfall is high. The Vancouver Quarter / area being the most likely specific area mentioned, by 14.1%. Using empty shops, such as Debenhams and Argos, mentioned by some (11.5%).

SURE Saturday market place Debenhams s old pop somewhere high Near
 footfall high street Tuesday market place Centre
 Vancouver Quarter Town centre main shop central
 Vancouver work town traders street space business area

LOCATION	%
Town centre / central	38.5
Vancouver Quarter / area	14.1
High street	11.5
In empty shops (e.g. Debenhams, Argos)	11.5
High footfall area	10.3
Tuesday Marketplace	5.1
Saturday Marketplace	5.1

Response rate to this question: 78 people (75% of survey respondents)

Comments include:

“Debenhams old store would work well for a pop-up venue housing lots of different small businesses. Alternatively the high street.”

“Why not turn one of the many large units into perhaps 6-8 pop up shops where sole traders etc could all share the rent with zero business rates.”

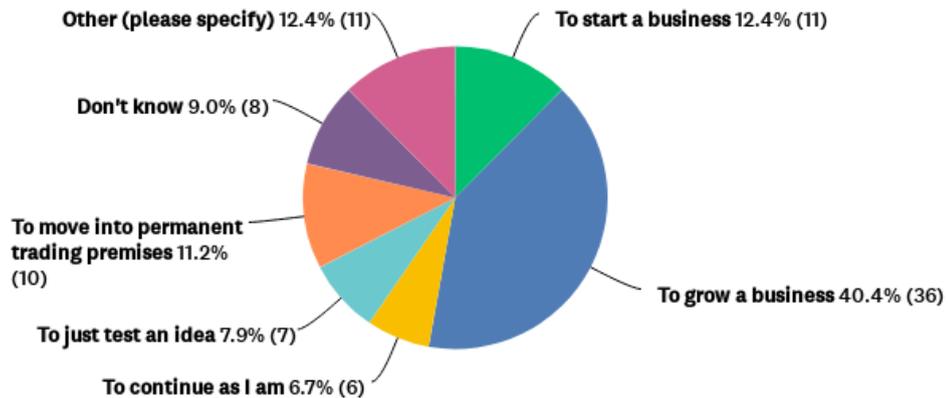
“The old post office would be an incredible building for pop up/long term business. Or the Debenhams shop, but is a tad out of the way.”

“Tuesday marketplace or Vancouver area if on a stall. If indoors not sure but would depend on if it's just one trader or multiple traders together.”

14. Longer-term plan

Those who responded are most likely to say that the longer-term plan is to grow a business (40.4%).

Starting a business is the longer-term plan for 12.4%, closely followed by moving into permanent trading premises (11.2%).



LONGER-TERM PLAN	%
To grow a business	40.4
To start a business	12.4
Other (please specify) *	12.4
To move into permanent trading premises	11.2
Don't know	9
To just test an idea	7.9
To continue as I am	6.7

*Other comments

Numbers are small, but 'other' comments include:

"This depends on the next year. I'd love to run a shop selling lots of other makers' products alongside my own but in these times I just don't have the finance and the uncertainty is crazy!"

"Grow, test and consider if a permanent premises is viable."

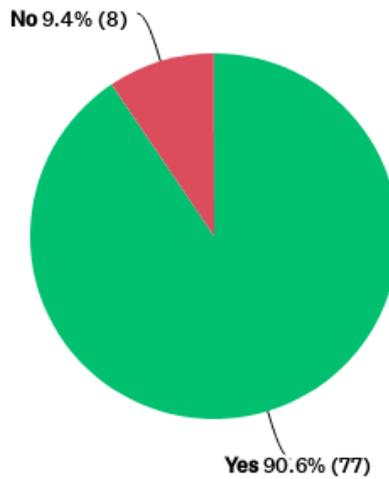
"To find and rent a large town centre studio."

"Ideally rent a shop."

Response rate to this question: 89 people (86% of survey respondents)

15. Whether respondents would like to be kept informed about survey findings and opportunities to rent pop-up space in King's Lynn

The large majority of the 85 respondents who gave a response to this question (90.6%) would like to be kept informed about the survey findings and opportunities to rent a pop-up space in King's Lynn (or 74% of the TOTAL SAMPLE of 104 respondents).



RESPONSE	%
Yes	90.6 (77 respondents)
No	9.4 (8 respondents)

Response rate to this question: 85 people (82% of survey respondents)

Appendix: Survey questions

Do you run a business? Or are you thinking of setting one up? Perhaps you want to turn a hobby into a career?

If this sounds like you, we want to hear your views on pop-up spaces in King's Lynn, so we can shape our town centre offer.

Please spare just a few minutes and fill in our survey below:

1. **What do you do, make or sell (or intend to)?** *Please select all that apply*
Baking / Arts & crafts / Jewellery / Food / Non-alcoholic drinks / Alcoholic drinks / Clothing / Accessories (e.g. handbags, hats, gloves, belts, scarves, sunglasses etc.) / Homeware & soft furnishings / Products for pets / Other – please specify
2. **How long have you been trading for?** *Please select one option only*
Not applicable – not trading yet / Less than 6 months / 6 - 11 months / 1 year – 1 year 11 months / 2 years – 2 years 11 months / 3 years or more – please specify
3. **What is the average price of the products that you sell?** *Please select one option only*
Not applicable – not trading yet / Less than £5 / £5 - £9.99 / £10 - £14.99 / £15 - £19.99 / £20 or more – please specify
4. **Which of the following best describes the status of your business?** *Please select one option only*
Hobby only / Side-line to supplement main income / Start-up business / Growing business / Other – please specify
5. **What is the main barrier to setting up / growing your business?** *Please select one option only*
Lack of space / Finance issues / Lack of staff / Lack of confidence / Lack of skills / Other – please specify / Don't know
6. **What support would you require to develop your business?** *Please select all that apply*
Grants / Space / Training / Business support / Other – please specify / Don't know / None
7. **How often might you like to rent a pop-up space?** *Please select one option only*
Daily / once a week / Once a month / Special events only (e.g. Christmas) / Other – please specify / Don't know / Not at all - not interested
8. **How long might you want to use the pop-up space for at a time?** *Please select one option only*
One day only / A weekend / 1 month / 2-6 months / More than 6 months / Other – please specify / Don't know / Not at all – not interested
9. **What type of facilities do you think you might need?** *Please select all that apply*
Inside space / Stall / Shelter / Electricity / WiFi / Water / Tables / Display cabinets / Shelving / Rails / Other - please specify / Don't know / None – not interested
10. **Please give a rough indication of the size of space that you would be looking for in square metres:** *Please type in below*
11. **What would you like to get from participating in a pop-up scheme?** *Please select all that apply*

To test a new business idea / To trial a physical presence / To grow customer following / To reach new audiences / To maximise sales / Other – please specify / Don't know / Nothing – not interested

12. **How much would you expect to pay in rent for a pop-up space per day?** *Please type in below*
13. **Where is your preferred pop-up location in King's Lynn?** *Please type in below*
14. **What is your longer-term plan?** *Please select one option only*
To start a business / To grow a business / To continue as I am / To just test an idea / To move into permanent trading premises / Other – please specify / Don't know
15. **Would you like to be kept informed on the findings of this survey and opportunities to rent pop-up space in King's Lynn?** *Please select one option only*
Yes / No

Thank you very much for your time.