

## **FORMAT AND CONTENT OF MEETINGS**

### **CONTENT AND HOW IT IS MANAGED**

- 1 Items for serious consideration/decision/action
- 2 Items for future consideration
- 3 Items for info only

Example:

1. Guildhall – recommendation? – progress – any roadblocks – future discussion around how to market the building once refurbished.
2. Waterfront Development  
Future Consideration eg: 2018/19 – SWOT analysis for breakout and discussion
3. Information only – eg update on KLIC - 20 mins max
  - Highlight any issues
    - Occupancy rate
    - Long term occupancy
    - Core tenant

### **OBJECTIVES**

What do we want to get out of these panel meetings?

Recommendations? Approve with comments/caveats/queries

Action – rarely but eg a working group.

### **WATERFRONT SWOT PRESENTATION**

#### **Demonstrating need and how this has been identified**

##### **Items for future consideration**

- Current state of project
- Future action on project
- How does this project fit with vision for Kings Lynn
- Issues to overcome or consider

Ie ownership of land

Interest by developers

Transport – public or private

##### **STRENGTHS**

Situation/ location close to historic Lynn/

Historic Buildings

Waterfront and amenities -

Not part of “downtown” Lynn - association with leisure and tourism

##### **WEAKNESSES**

Cost of development -

How to attract developer – where is the data on potential commercial interest?

Distance from centre of Lynn – long walk back to the car w shopping

Transport links

How does this fit with a vision for Lynn\*

## **OPPORTUNITIES**

Visually prime location

Residential occupancy – fine views – both for retirees, single occupancy

Existing buildings

Waterfront businesses benefiting from: ie boats, water-skiers - walkers along waterfront, visiting West Lynn

Opportunity to manage transport links

## **THREATS**

Cost of development

Access – pedestrian, car, public transport

Failure of the Marina Project

Attraction of the coast draws tourists away from Lynn

Image of Kings Lynn

Public perception

## **Background considerations:**

*\*Vision for Kings Lynn*

Do we have one?

Eg might be something like:

“Kings Lynn, a town which builds on its historical assets to attract a diverse mix of residents and visitors”

“Kings Lynn A Town for All in All Seasons “

“Kings Lynn A Town in which to thrive”

## ***Questions to be addressed***

How? – Funding, investment, interest from developers

What? – type of buildings/homes

Eg Flats and serviced apartments for retirees

Single occupancy dwellings/flats for first time buyers

Cafes, speciality shops, retail for waterfront activities

Who? – might benefit from

- a) Housing - mix of retired people, young working people and professionals
- b) Tourists, attract discerning shopper
- c)

When? – timescale

## **We need**

- Radical Thinking
- To challenge perceptions and entrenched ideas
- Emphasize positives
- Deal with negatives
- Accept what we cannot change

## **POST SWOT PRESENTATIONS**

Ideally the SWOT analysis would explore how officer team would address weaknesses and threats and capitalize on strengths and opportunities.

Possibility of breakout groups ie 4 to address and comment on each SWOT – each group has 10 mins

Discussion by members should include some members' questions some of which have been tabled in advance.

Any additional questions arising.

Then a round table “vote” on the recommendations and additional input.