

Vision King's Lynn:
Pop-up Survey Findings:
Executive Summary

November 2021



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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 and 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.