

PANEL STRUCTURE AND CONTENT

Example of an Agenda

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

WATERFRONT DEVELOPMENT

- **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

STRENGTHS

- Situation/ location close to historic Lynn
- Historic Building
- Waterfront and amenities
- Not part of “downtown” Lynn – ie association with historic/amenity area

WEAKNESSES

- Cost of development
- How to attract developer – where is the data on what might be a commercial interest?
- Distance from centre of Lynn too far to walk for 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
- Who? – might benefit from
Housing - mix of retired people, young working people and professionals
Tourists, attract discerning shopper
- When? – timescale

POST SWOT PRESENTATION

- 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.