

East of England  
Eastbrook  
Shaffesbury Road  
Cambridge CB2 8BF

Telephone  
01223 224870  
Textphone  
020 7591 6255

Website  
[www.hlf.org.uk](http://www.hlf.org.uk)



23 March 2017

Our Ref: HG-16-00406

Laura Hampshire  
Regeneration Project Officer  
Kings Lynn & West Norfolk Borough Council  
Kings Court  
Chapel Street  
King's Lynn  
Norfolk  
PE30 1EX

### **St George's Guildhall Heritage and Cultural Hub**

We have now completed our assessment of your application and it was presented for a decision by our Board of Trustees on 22 March 2017.

We have decided not to offer a first-round pass and development grant to your project. I know this will come as disappointing news to everyone who has been involved in developing it so far, and I have set out our reasons below.

Demand for our funds means that we cannot support every good application that achieves the outcomes of this programme. Our Board of Trustees had to take decisions on more projects than the available budget would allow.

We recognised the importance of site, the need for repair and reconfiguration, and the desire to maximise public use of the space.

However the separate functions proposed did not appear to represent a coherent package with a clear identity. The bid provided insufficient evidence of a rethink and fresh approach, repeating previous patterns of use as a theatre and art gallery. Overall therefore sustainability was considered high risk and the case for investment in this scheme was unconvincing. The tight project timetable also increased risk.

If you wish to reapply, we would be happy to discuss your proposals with you. We expect to continue to receive more good applications than we can support, and any reapplication would be subject to the same competitive assessment process as new applications.

If you would like us to return any of the hard copy information sent in with your application, please write to us by 23 April 2017. Please note that we do not keep paper records for longer than one year from the date of this letter.

Sylvia Collier  
Direct Line: 01223 224878  
Email: [SylviaC@hlf.org.uk](mailto:SylviaC@hlf.org.uk)