

The Place - Information for Hire

About the Place

The Place is a pop-up initiative being launched and led by Discover King's Lynn, the town's Business Improvement District (BID), with funding from the Government's Community Renewal Fund. The project aims to attract more people into the town centre, and give local small and micro businesses, budding entrepreneurs and creatives the chance to see what it could be like having a physical presence in the town.

We want The Place to:

- Be a unique destination for visitors to the town looking to shop, eat, drink and experience something new.
- Provide an opportunity for new, developing, and existing businesses to test new products, services and ideas.



The whole, available space measures approx. 20m(L) x 6.5m(W). It is plainly decorated to act as the perfect blank canvas for its occupants. A limited number of tables and chairs are available inside The Place, but extra equipment and furniture is welcome.

Costs for General Users

Space Required	Weekends (10am – 4pm)	Weekdays (10am–4pm)	Evenings (6pm-9pm)*
Whole Unit (max. 10 traders)	£150		£150
Half Unit (max. 5 traders)	£75	£50	£75
Quarter Unit		£25	

All prices include VAT and are inclusive of energy costs, waste disposal and staff time.

On weekdays, The Place will be act as a Business Hub for professional uses. As such, no more than half the space can be hired on a weekday.

At weekends and evenings, minimum occupancy is half of the space. You can arrange to book with 1 or more businesses that you would like to work alongside. **Please note, no more than 10 individual businesses/traders can use the whole space at one time, and no more than 5 businesses/traders can use half the space at one time.**

If you intend to book the space on behalf of multiple businesses, you will be charged an additional 15% of the hire fee.

Please contact us if you would like multiple days hire and / or a block of booking as we are prepared to negotiate preferential rates.

**The Place is not available for hire Sunday evenings (6pm-9pm).*

Costs for Charities and Non-Profit Organisations

Space Required	Weekends (10am – 4pm)	Weekdays (10am–4pm)	Evenings (6pm-9pm)*
Whole Unit	£100		£100
Half Unit	£50	£40	£50
Quarter Unit		£20	

All prices include VAT and are inclusive of energy costs, waste disposal and staff time.

On weekdays, The Place will be act as a Business Hub for professional uses. As such, no more than half the space can be hired on a weekday.

At weekends and evenings, minimum occupancy half of the space.

**The Place is not available for hire Sunday evenings (6pm-9pm).*

Criteria for Hire

Due to the level of demand for The Place and our ambitions to create a unique offer for customers, we may not be able to accept every application for hire. To help us understand about your business and what you'd like to achieve from The Place, please answer the below questions.

Please note, we will not consider applications from those selling Multi-level Marketing products. For example, Avon, Tupperware, Tropics Skincare, FM Fragrances etc.

Trading Name:	..
Your full name:	
Address:	
Telephone number:	
E-mail:	
Website	..
Social Media Links	

1. Please explain why you want to hire a pop-up space in The Place. E.G., test a new product, showcase your product/service to a new audience, trial a physical presence.

2. What product or service do you intend to sell or showcase? Please give as much detail as possible.

3. Please tick all that apply to your offer:

- Can people do more than just browse your product or service?
- Will they learn about your business / product story and how the product was made?
- Can they play a role in the finishing of the product / service i.e. personalisation, choosing the colour, scent, flavour?
- Are you able to provide real-time demonstrations or workshops?

4. Is your product homemade, home grown, hand finished by you? Please circle which applies.

Yes / No / Partly

5. When did you register your business?

6. When did you start trading?

7. Where do you showcase/sell your products/services – E.G. online (Etsy, Facebook Market Place, Ebay), local markets, stocked in local retailers etc. Please list all your selling channels below.

8. Where do you see your business in 5 years' time? E.G. owning your own premises, hiring more staff, taking the business full-time etc.

9. Would you be interested in receiving free business support as part of your booking? Please circle your answer.

Yes / No

10. If you answered yes to question 9, please tick those support topics which you would be most interested in.

- Business Planning
- Marketing
- Goal-setting for your business
- Tax & Accounts
- Other – Please specify

Booking Interest

Which days and times of the week do you want to use The Place? Please tick all that apply.

	10am – 4pm	6pm – 9pm
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Please list any specific dates that you would be interested in booking below and let us know how much of the space you would like to use (quarter, half, whole).

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Terms & Conditions

Full T&Cs will be issued upon confirmation of hire. These must be signed by the hirer to secure the booking.

All parties must provide proof of valid Public Liability Insurance appropriate to their business activity.

Payment for space hired must be made in full in advance of the date of use and by the date noted on the invoice. Payment via BACS only, details will be provided. *Please note, your booking is not confirmed until payment is made.*