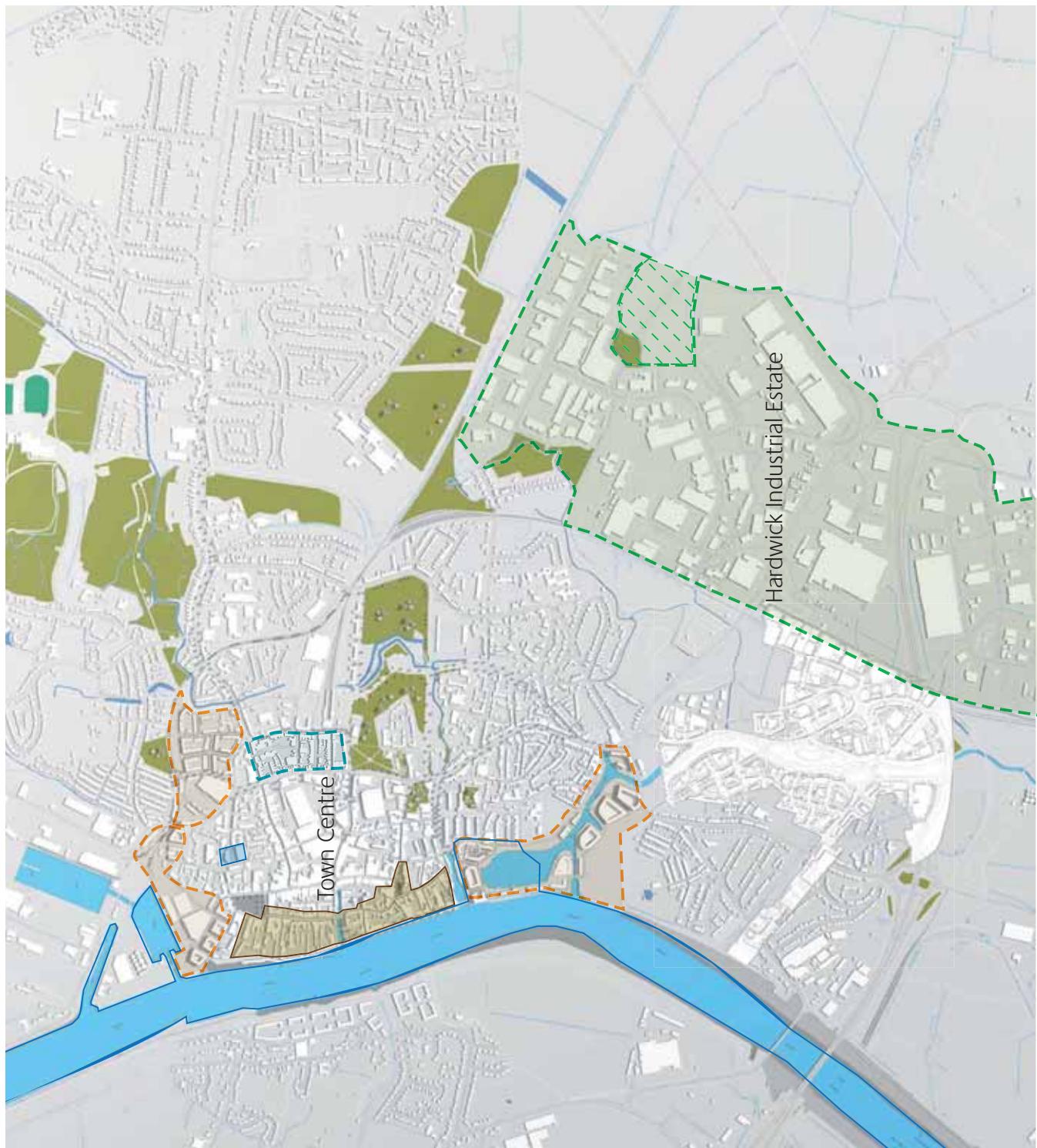
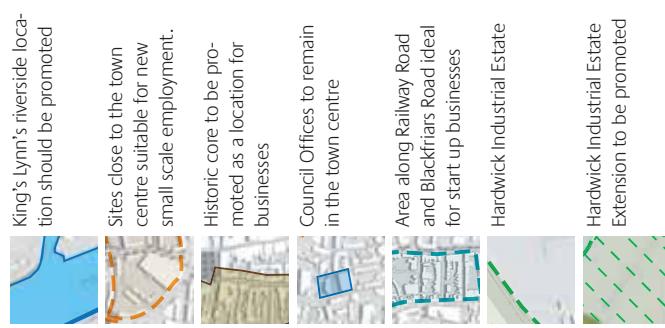




Layer 5 - Employment economy



KEY



Employment economy

Land

It is important that adequate land – both quality and quantity – is supplied to provide employment opportunities for the people of King's Lynn and the sub-region. As befits a sub-regional centre in a growing economy, many of the jobs will be in the service sector and in town centre functions and locations, but land will also be needed for larger workplaces, including in the industries in which the town has particular strengths. King's Lynn is seen by commercial agents as a distribution hub of sorts but is hampered by the poor infrastructure/road links in the area. Recent inquiries have seen interest shown in space for storage, distribution and warehousing, rather than more traditional industrial uses. The key interested parties seem to be larger operators who need to be near good road links and favour short term lets.

The market for industrial properties seems to be cyclical in demand and supply. There are current vacancies in larger units on the big estates, around 5,000 square feet.

Location

Other major estates in King's Lynn are nearing capacity, but the comparatively small total industrial floor space levels means that a large site coming onto the market can produce anomalous results. The economy needs to be diversified and developed towards more office-based jobs and small businesses.

The Norfolk Employment Growth Study (Roger Tym & Partners for Norfolk Local Government Associations EEDA and EERA, June 2005) notes that the employment constituent of Nar Ouse Regeneration Area (NORA) should be sufficient to meet sub-regional demand for high quality, office-based development in the sub-region in the short and medium-term. The Study also supports the development of the Hardwick Industrial Estate Extension, which will provide for the growth of industrial activity. This should supply all the land needed.

Framework to identify and allocate other smaller sites for commerce and industry over the coming years. Any demand generated by inward investment or indigenous growth must be met. One of the challenges that King's Lynn faces is for this to be done sustainably. This point is expanded upon under the following heading.

- **A. Develop the Hardwick Industrial Estate Extension** and intensify land use in the existing estate to accommodate the growth of local business and to attract inward investment. Allow a natural reduction in Austin Fields and other areas on approaches to town where there are vacancies/voids. This along with D. features as one of the key actions on page 19;

- B. Provide opportunities for newer premises in other locations** for low value employment uses in sites also suited to housing-led mixed use, such as Austin Fields;
- C. LDF to identify a range of employment sites** to respond to projected demand.

To support the aims of urban renaissance, smaller scale employment opportunities should be located within the town centre. For example, office uses suit the Georgian buildings along King/Queen Street and in Tuesday Market Place and this spread should be encouraged. Agglomerating sub-regional office and service functions within the town centre, as opposed to on an out-of-town business park, will be the most sustainable form of development and maximise access without car use. It will also bring other benefits to the town centre, like a pool of workers who will stimulate demand for shops and cafes, supporting a wider range of businesses. If its under used, high quality historic environment is one of the town's greatest opportunities, locating business in the historic core is a strong response.

- **D. Encourage business activity in historic core.** This will go some way to returning the life to the quieter parts of the town and will bring the variety of land uses that the town needs. This along with A. features as one of the key actions on page 19;

Taken together, the NORA employment land, the Hardwick Industrial Estate Extension and more central development opportunities linked to the Urban Renaissance Strategy will meet all of the demand for employment land in the town. It will also create opportunities to convert some of the land currently occupied by lower grade industrial uses, such as parts of Austin Fields Industrial Estate, to other uses, such as residential or mixed use. This does not negate the need for the Local Development

Quality of place

King's Lynn cannot compete with many places in terms of access – the town is quite remote from the motorway system, for example. It cannot compete with Eastern Europe or China for availability of land or cheap labour. But it can compete on quality of place, and there is a clear link between the quality of the built and natural environment and economic development. This is why 'sunbelt' locations are experiencing the highest rates of growth throughout the developed world. King's Lynn must make the most of the sometimes hidden quality of the town and the surrounding countryside, promoting itself as a good place to do business. It must make the most of its waterfront assets, helped by a marina. In addition, if it succeeds in diversifying the income levels of residents in the town – again based on quality of place – it will create a supply of people more likely to establish and grow businesses.



Empty properties in the historic core could be converted to business premises

E. Develop employment uses, along with other uses, on key development sites – particularly the timber yard and around Boat Quay. The existing fishing fleets and boat repair facilities should be safeguarded.

I. Create activity on the waterfront; (See rest of Urban Development Strategy)

J. Improve marketing and development of cultural facilities

Sectors

F. Retain the presence of the council offices in the town centre

tre. As a major employer, the council brings spending power and life to the town centre. In addition, the presence is good for accountability and keeping a grip on the current issues in the town.

Range

The Urban Development Strategy has an important role in providing a wider range of premises with a variety of floor space for local and incoming business. Ranging from small workshops to large production and processing facilities, a lack of premises to expand (or even contract) into should never be a reason for a business to leave or decide not to locate in King's Lynn.

G. Encourage the provision of space for small start-up businesses and a range of business space to accommodate growth perhaps along Railway Road and Blackfriars Road to increase activity;

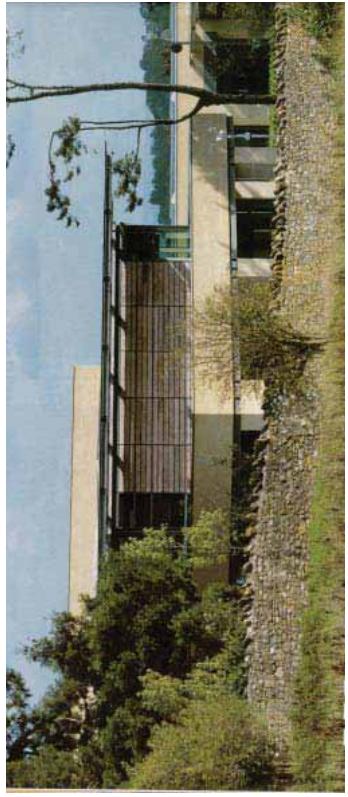
H. Provide for larger employers at Hardwick and NORA.

L. Encourage strong links with regional universities. In addition to the current course to be run from King's Lynn, the town has much to offer in terms of competitively priced teaching space.

K. Produce sectorial employment projections and plan for them;

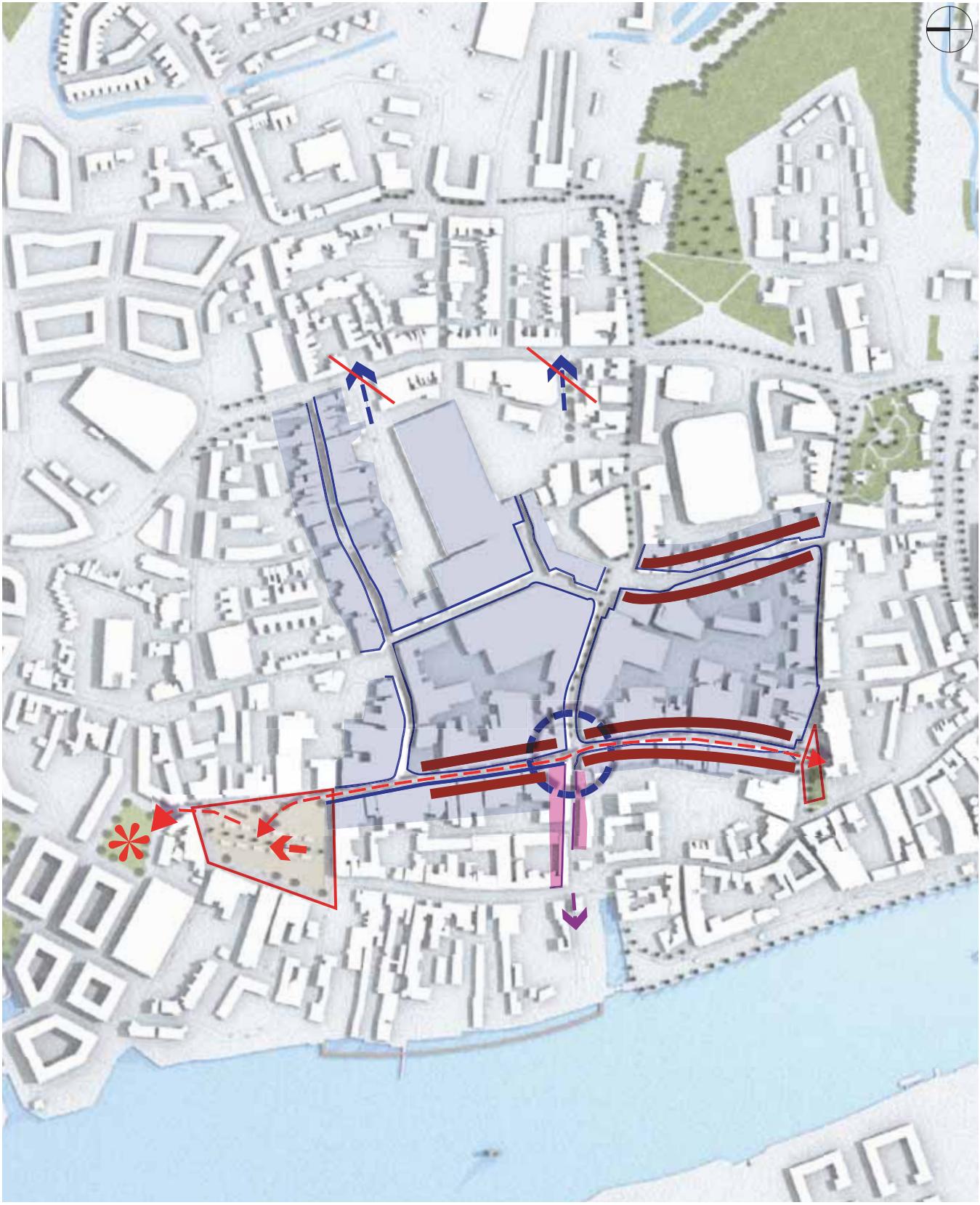
Supporting economic development

There is a range of non-spatial measures that will support growth. These relate to things like skills, ways into work, encouraging enterprise. Using existing organisations and structures, these should be developed to supplement the Urban Development Strategy.

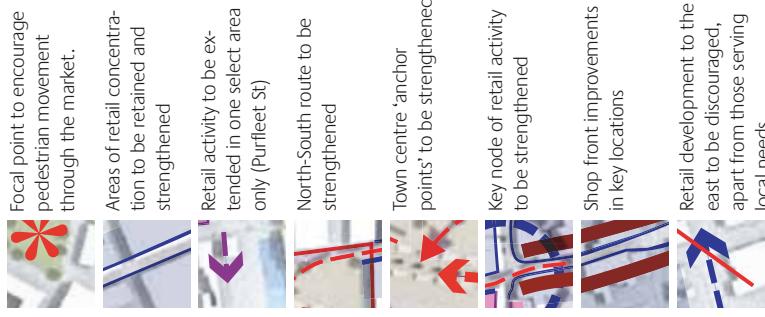


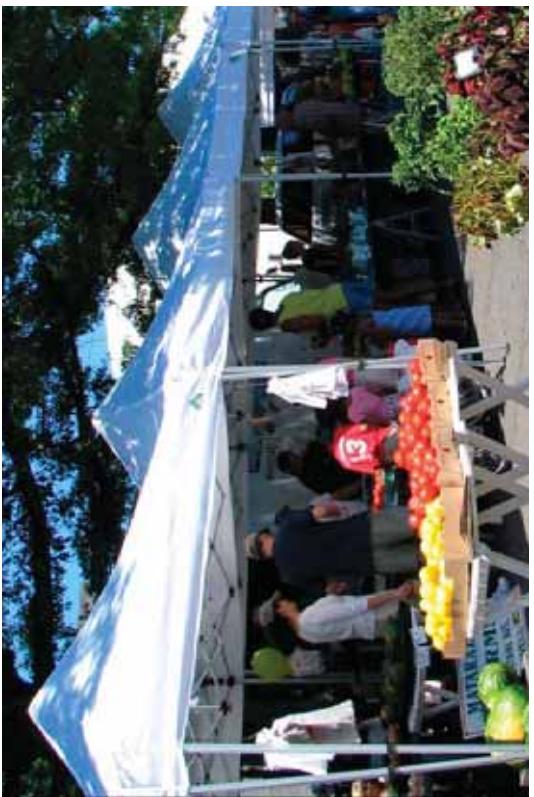
Links with regional universities may bring opportunities for contemporary educational use buildings

Layer 6 - Retail economy



KEY





Retail economy

King's Lynn currently has a relatively stable retail centre but fails to provide for the region as well as it should. The surrounding towns often have a larger pull and attract from greater distances than they would if King's Lynn had more on offer. Even residents of King's Lynn will often prefer to travel from the town to places such as Peterborough, Ely and even Swaffham for more choice and better quality. The following measures will bolster the town's retail provision:

- A. Strengthen North-South retail axis** and northern and southern 'anchor' points formerly based around markets in Tuesday and Saturday Market Places. This can be done by:

- Allowing markets to grow by reorganising parking
- Encourage activity beyond Tuesday Market Place (residential and possibly art based studios or live/work units) to the north thereby encouraging movement through square and along High Street.

Creation of an attraction and destination to the north of Tuesday Market Place will increase footfall through this key part of the historic town centre. This along with B. features as one of the key actions on page 19.

- B. Strengthen the markets by inviting greater choice and a higher quality of produce.**

Effort is needed to attract a higher quality of produce in the market. Increasing the frequency of the Farmers' Market to a weekly market will help cement the fixture in the minds of the resident. The market has declined in recent years (only ten years ago the market filled Tuesday Market Place). The reorganisation of parking in Tuesday Market Place will help the market to spread. The construction of the Vancouver Centre provides a good opportunity to strengthen the town centre with a variety of quality shopping units, cafes and attractions, which will draw in visitors and local residents. Its relative proximity to both the train station and the bus station makes it ideal for regular visits, and can provide an added cohesiveness to this part of the town. A variety of higher quality produce and regularising the currently bi-annual French market amongst other efforts will make the markets far more attractive. This along with B. features as one of the key actions on page 19.



Cafes and other food establishments to encourage a lively atmosphere should be encouraged

D. Maintain or raise the standard of retail frontages in the town centre. If there is a need for shop front improvements and there is a lack of leverage to ensure this is done, it may be that a policy is required to administer this.



Smarter shop fronts can revolutionise the appearance of tatty streets

E. Improve parking. To coincide with an increased retail appeal, car parking provision will also improve with a rationalised parking strategy and by the introduction in due course of a Park and Ride system.

F. Explore with retailers the town centre improvements that they consider would assist in increasing attractiveness of town and improving their retail turnover. The services of the town centre manager should be used for this purpose and a retail forum should be set up. This would involve not only the shop managers but also investors with retail holdings in the town who may have greater experience from other locations as to successful asset management strategies which could be imitated to increase footfall in King's Lynn. Strategies may vary from improvements to the physical shopping environment, to initiatives such as organising joint product promotions or family entertainment days. A town centre management plan to delivery these strategies should be drawn up. Alongside the forum and strategy, creating a fund for collecting and administering retailer contributions for town centre improvements, such as for planting, lighting, signposting etc. would provide funds for implementing strategies identified.

G. Retain main concentration of retail in town centre within the High Street, St. James' Street, Tower Street and Norfolk Street. Other additional retail must not dilute this core but may provide retail 'quarters' providing specialised sectors. Retail frontage can be allowed to spread to Purfleet Street.



These streets are where the main footfall occurs and this should be respected and enhanced