

Kings Lynn and West Norfolk Borough Council

Business Premises Needs Assessment

April 2018



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APPENDICES

Appendix 1 - Retail Premises in Hunstanton

1.0 Introduction

In December 2017, Focus Consultants was appointed by Borough Council of King's Lynn and West Norfolk to identify potential demand for business start-up premises and business support services in order to provide an indication of future land and premises requirements from local businesses in and around Hunstanton.

1.1 Background

In September 2016, a successful application was made by Norfolk County Council for One Public Estate (OPE) Initiative funding. The OPE partnership in Norfolk is led by Norfolk County Council with a number of local authorities and other public bodies forming the project board.

The One Public Estate (OPE) programme aims to encourage public bodies to work together with the aim to:

- Promote housing delivery
- Deliver more integrated and customer focused services
- Create Economic Growth
- Reduce running costs
- Generate Capital receipts.

The Borough Council of King's Lynn & West Norfolk (BCKLWN) is one of the project partners involved in the delivery of the overall programme and is the lead partner in the Hunstanton regeneration element of the programme. This element seeks to rationalise existing publicly owned assets by co-locating services where possible and bringing underutilised or redundant buildings back into sustainable use as well as developing suitable sites for residential or commercial uses.

In order to inform proposals within the Hunstanton regeneration element of the programme, the Borough Council of King's Lynn and West Norfolk commissioned this business needs survey. The results of the survey will be used to help guide future decisions on planning and economic development activity in the area and will assist the Borough Council to identify and meet the training and support needs of local businesses.

As part of the wider OPE project, the former Infant School site on Valentine Road, owned by Norfolk County Council is being considered. The site closed in 2015 and different uses are currently being considered; at the present time the project team has identified that one potential use for the site is to provide a small business start-up venue. These proposals are to be explored further as a result of this commission and longer term will be subject to public consultation.

The Borough Council of King's Lynn and West Norfolk retains significant land holdings in Hunstanton (mainly surface car parts and a large Bus Station) and these are considered appropriate (or at least in part) for some form of development, which could include business / retail / commercial uses.

1.2 Hunstanton

Hunstanton is a seaside resort town with a resident population of approximately 4,000 people and was initially developed as a Victorian bathing resort town. Much of Hunstanton's economy is reliant upon seasonal tourist and day-trip visitors.

Hunstanton lies approximately 15 miles north of King's Lynn, which retains a sub-regional status serving a catchment of around 200,000 people. King's Lynn is connected well by train to Cambridge (48 mins) and London King's Cross (1hr 40 mins). Hunstanton is experiencing some growth at present with McCarthy & Stone, Hopkins Homes and Bennett Homes all actively delivering housing in and around the town.

Owing to the seasonality of the economy, the OPE partners are keen to explore developments that will encourage all year round employment opportunities that, in town, will help with the overall viability and sustainability of Hunstanton.

2.0 Methodology

The desired outcomes of the study are:

- To assess whether there is an identified need for business start-up premises within the local economy and if so, what level of space requirements may be needed.
- To identify areas where business support and engagement could be targeted.
- Provide an indication of likely future land and premises requirements from local businesses.

The key stages of work undertaken to determine this were:

- Strategic Review – to establish the economic context and baseline position in relation to premises for local businesses and business needs.
- Business consultation – An online survey was prepared and circulated via the Town and Around newsletter in Hunstanton. This sought to understand the potential growth plans of businesses and need for new workspace in the town.
- Property Agent Consultation – Consultation was undertaken with local property agents to gauge their views regarding levels of demand and seek to establish factors affecting property decisions and the current composition of the local property commercial market.
- Stakeholder Consultation - In addition to consulting with businesses and property agents, telephone consultations were undertaken with representatives of the local authority and business representatives in the Town.
- Supply Audit – A desk-top study was undertaken of existing workspace, in Hunstanton and surrounding areas to understand the existing supply in and to compare this to the findings of the business consultation.

3.0 Strategic Context

The aim of the strategic context is to review key national, regional and local policies and strategies to ensure any proposals for future workspace are in line with the needs and priorities of local stakeholders and partners.

3.1 Hunstanton Masterplan and Hunstanton Prospectus

The key place to start when looking at the Strategic Context for this study is The Hunstanton Town Centre and Southern Seafront Masterplan (2008). This was prepared following extensive consultation with the local community. The masterplan sets out the overall vision for the town as:

- an active town - expand the existing water sports and activities on offer
- a local town - which meets the needs of its residents with an expanded retail core
- a more attractive seaside destination - where visitors stay longer and spend more
- a town that respects its heritage - whilst looking to the future
- an environmental town - making the most of the town's natural assets.

In 2016, the Hunstanton Prospectus was prepared as an update to the masterplan to reflect the changing economic climate, reflect the projects which have been completed over the last eight years and set the priorities for the Coastal Communities Team (CCT) over the next 10 years. Provision of office and workshop spaces is identified as an objective of the Prospectus with relevant actions identified as:

- Investigate feasibility for redevelopment of former Hunstanton Infant School as part of the One Public Estate initiative.
- Promote Hunstanton as a business location.

3.2 Hunstanton Prosperity Coastal Community Team

In 2015, Hunstanton was awarded Coastal Community Team (CCT) status by the Department for Communities and Local Government. Hunstanton's Coastal Community Team is called 'Hunstanton Prosperity'. The initiative enables local communities to come together and develop a common vision and plans for their area. It brings together representatives from public bodies, community groups and businesses, including:

- Borough Council Portfolio Holder for Systems and Economic Development
- Borough Council ward members
- County Council division member
- Hunstanton Town Councillors
- Chamber of Trade
- Hunstanton Town Team
- Hunstanton Civic Society
- West Norfolk Camping and Caravan Operators
- West Norfolk Tourism Forum
- Hunstanton Lions

- Hunstanton Rotary Club.

The first task for the team was to produce an Economic Plan for the town and one of the short-term goals included “*survey of local business premises and needs*”

3.3 Borough Council of King’s Lynn and West Norfolk Core Strategy 2011-2026

The Core Strategy sets out the spatial planning framework for the borough up to 2026 and provides guidance on the scale and location of future development in King’s Lynn and West Norfolk. The spatial vision for the Hunstanton area is:

“...ensuring that as a main town it develops its position as a successful service hub for the local area, while strengthening the role as a tourist destination with year-round activities....”

A number of the spatial strategies are particularly relevant to proposed improvements to the provision of business workspaces in Hunstanton:

- *“Retain and strengthen the role of Hunstanton as a main town in the borough, a service centre supporting retail, culture and social infrastructure”*
- *“Build upon relationships between Hunstanton and King’s Lynn so the town is able to benefit from growth proposals from King’s Lynn”.*

The plan defines Hunstanton as the smallest of the three towns in the borough, but further states that the town will provide for at least 580 new homes by the end of the plan period, with allocations of at least 220 new dwellings and approximately 1 hectare of employment land. An influx of economically active residents gives weight to a forecast of increased demand for employment premises.

The Site Allocations and Development Management Policies Plan (adopted 2016) defines a number of relevant policies identifying the types of development sought in Hunstanton:

- The Borough Council will promote this area [town centre] as the prime focus in the town for retail, community and professional services, leisure, culture and entertainment
- In order to achieve this, proposals for retail, offices serving visiting members of the public, hotels, assembly and leisure uses, and community and cultural facilities will be particularly encouraged
- Other uses which contribute to the character and vibrancy of the town centre will be encouraged, including residential, and offices/light industry.

3.4 Borough Council of King’s Lynn and West Norfolk: Corporate Business Plan 2015/16-2019/20

The project aligns to the strategic priorities highlighted in the Corporate Plan, including the top-priority which is to secure the long-term economic future of the borough. *“We are focused on providing the support that businesses need to start up or relocate here and successfully develop. Businesses need to attract employees with appropriate skills and housing for them to live in”.* The strategic priorities are to:

- Provide important local services within our available resources

- Drive local economic and housing growth
 - “We will support new and existing businesses to help them thrive”
 - “We will support activity that helps drive up the skills levels of local people”
- Work with our communities to ensure they remain clean and safe
- Celebrate our local heritage and culture
- Stand up for local interests within our region
- Work with our partners on important services for the borough.

The Corporate Plan is largely geared towards economic productivity and securing the long-term future of the borough. Priorities centre on business performance and the provision for start-ups and other local businesses to relocate, which lends weight to the notion that managed workspace is an important driver for the borough.

3.5 Borough Council of King’s Lynn and West Norfolk: Employment Land Study (2006)

An Employment Land Review was undertaken in 2006 with the objectives of reviewing the existing supply of employment land to identify sites that should be retained, sites that could be made available for other uses, and the future quantity of and required for employment use, taking into account economic forecasts, and past rates of take up and market conditions.

The general trends shown for employment land requirements were:

- A decline in the amount of land required for manufacturing
- An increase in requirements for warehousing and distribution, and to a lesser extent, offices.

In the Borough more broadly, even in 2005 it is noted that less than 10% of employment floorspace is recorded as office floorspace, and over half is attributable to manufacturing. The report finds that *“there is little available accommodation for small business needs. As with occupied stock, the majority of vacant accommodation is identified as being in the manufacturing sector, with little available office accommodation”*. It further finds that all available office premises are below 1,000 sqm.

Hunstanton was identified as a study sub area. Hunstanton is the smallest of the sub-areas in terms of existing floorspace, providing only 1% of the Borough’s total. Over half of the existing stock in Hunstanton was warehousing, and only one vacant premises were identified at the time, an office of 54 sqm. The report identified no projected gains in terms of commitments for new employment development.

3.6 Greater Cambridgeshire and Greater Peterborough (GCGP) LEP - Economic Overview of Norfolk, King's Lynn and West Norfolk, 2016

The GCGP LEP's area-based review of King's Lynn and West Norfolk (2016) provides useful context for the project. This data has been substantiated by information from the New Anglia Economic Strategy for Norfolk and Suffolk. Key points included in this strategy that are of particular relevance to this project include:

- Norfolk and Suffolk contribute £35bn to UK plc. Since 2010 the economy has grown by 9% and have higher levels than usual of economic activity. Since 2014, 43,600 more jobs and 5,710 new businesses have been created. Over £350m of government funding has been secured and will be invested by 2021, including projects to drive innovation and support growing businesses.
- King's Lynn and West Norfolk has average earnings across all industries of £21,662. From 2003 to 2016, there was 12 per cent jobs growth, with 6,500 net new jobs. Projected to 2022, a further 4 per cent jobs growth is expected, representing 2,500 net new jobs; together with replacement, there are an expected 16,000 job openings over that time. Jobs are weighted towards labour-intensive roles, with fewer high-skilled roles than much of the region.
- The report predicts an increase in job openings in the professional, scientific and technical sector of c.1,000 between 2016 and 2022, a further 400 in information and communication, and minor increases in financial and insurance activities. The same report predicts, if continuing a trend of failing to provide for businesses, considerable job losses of c.750 in public administration and c.150 in administrative and support services over the same period. Most job increases are stated to be in social work activities, food services and retail sectors, which is reflected in the lower gross weekly earnings compared to England.
- The Borough also has an issue regarding the development of existing businesses' facilities or attracting new businesses to the area. It has enough available land but the availability of existing premises needs to be increased/improved. Not having existing premises is a big constraint. It has had enquiries for around 100,000 sq m of office space but it doesn't have this readily available.

3.7 New Anglia LEP Economic Strategy Evidence Report

The New Anglia LEP Economic Strategy identifies the variable performance of enterprises across the region and notes the ever-increasing number of businesses unable to deliver the growth needed to drive forward the local economy. Norfolk and Suffolk have 61,000 independent enterprises, 60,300 of which are in the private sector. Since 2011 there has been a 'business boom' locally with a net increase of 5,600 private sector enterprises, a boost of 10% and the highest on record for this region, but well below the 23% increase at the national level.

Of these 60,300 enterprises, 88% are micro-sized (0-9 employees), and 75% of businesses are estimated to have no employees at all (other than the owner). Where Norfolk and Suffolk diverge from the national averages is in the fastest growth in business stock being attributed to more established enterprises employing upwards of 50 people (increased 14%) rather than start-ups and micro-sized businesses (increased 10%). Though this alludes to a declining rate of enterprise, it implies a strong inwards investment offer with an ever-increasing number of established businesses moving to and operating within the area.

The number of high-growth firms (defined as firms with 10+ employees recording average growth of 20% in employment per annum) in Norfolk and Suffolk is only 6.4% of businesses, compared with 7.6% nationally. The region currently does not cater for these 'frontier' firms. However, New Anglia is the second-fastest growing area for high-growth firms in the UK, with their totals increasing by 62% since 2012, almost double the national average (32%). This reaffirms the potential for businesses to operate in the local ecosystem if supported to scale-up and grow not just start and survive.

The Strategy Evidence Base for Norfolk and Suffolk identifies a number of key issues in relation to enterprise development:

- Just 10.8% of enterprises were start-ups in Norfolk and Suffolk compared with 14.3% in the UK (2015). Only one other LEP area (the North East) is ranked lower for enterprise.
- Local enterprise rates are in decline, contracting by 3% since 2013 compared with a 9% increase across the UK.
- There are just 48 businesses created per 10,000 residents, below the national average of 72.
- Just 16% of firms collaborate for innovation compared to the LEP average of 23%.

Strategic Context Summary

- Local policy strategies and planning documents are supportive of Hunstanton's role as a service centre. Particular emphasis is put on the need to support business growth and start up, and to benefit from the growth proposals from King's Lynn
- King's Lynn and West Norfolk are looking to strengthen Hunstanton's tourist-orientated economy through the improvement of retail infrastructure in the town centre
- The spatial allocations and employment land plans forecast an increase in demand for commercial premises as a result of new housing developments, including warehousing, distribution and offices
- A key priority is to secure the long-term sustainability of the area through the provision of support for businesses to relocate and develop in the area
- Any development must consider the current trend of failing to provide for businesses and the consequential job losses this will continue to have. Wider LEP economic strategies pledge strong inwards investment to accommodate for the increasing number of high-growth 'frontier' firms in the region provided they can be accommodated by appropriate premises and infrastructure

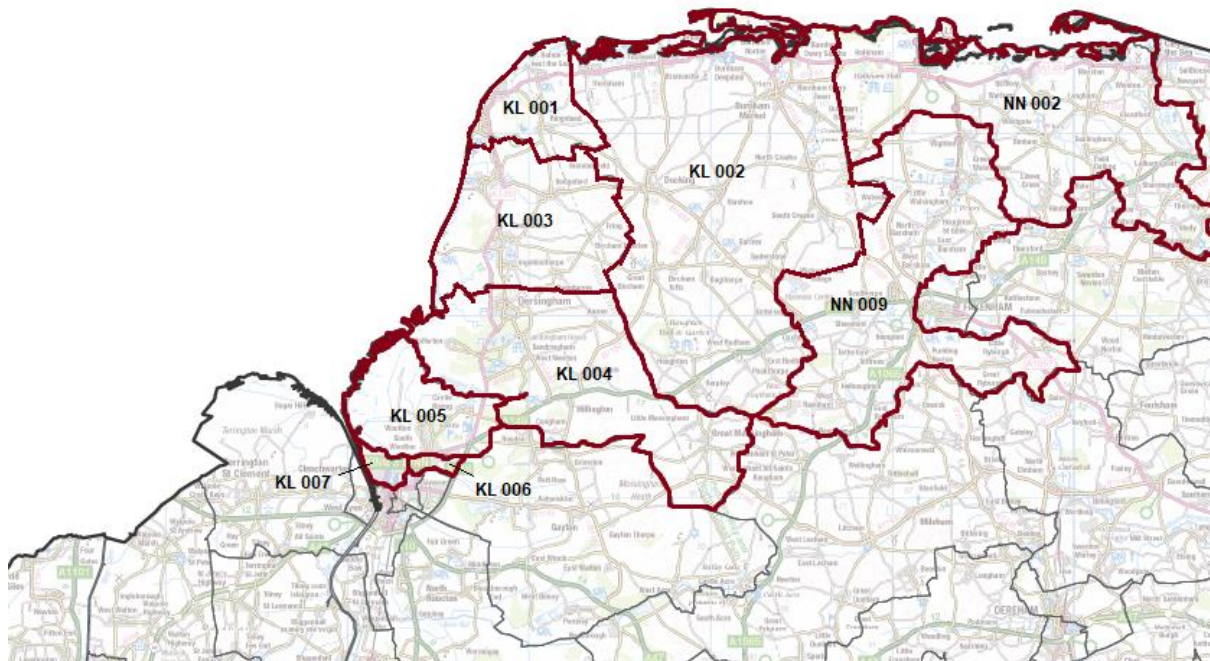
4.0 Local Business Statistics

This section aims to provide an overview of the current business profile of Hunstanton and what would be considered a reasonable catchment area for a new workspace facility in the town.

Figure 1 outlines the populations for the mid layer super output areas surrounding Hunstanton within c.15 miles. Hunstanton lies in KL 001. The proposed catchment area encompasses approximately a 15-mile radius and includes areas of King’s Lynn, Fakenham and North Norfolk. This data is also shown in the table below. Some of the larger towns within each district are listed below, along with their distance from Hunstanton.

- KL 001 Hunstanton
- KL 002 Burnham Market (11.2 miles)
- KL 003 Snettisham (4.2 miles)
- KL 004 Dersingham (6.4 miles)
- KL 005 Castle Rising (10.1 miles)
- KL 006/7 King’s Lynn (13.2 miles)
- NN 002 Wells-next-to-the-sea (15.0 miles)
- NN 009 Fakenham (16.0 miles)

Figure 1: Map of MLSOAs surrounding Hunstanton



Source: TNA

The figures demonstrate that populations are concentrated in town centres, in particular the MLSOAs in close proximity to King’s Lynn. The total population in this catchment area is 60,404.

Resident Population (2011) Areas Surrounding Hunstanton	
Mid Layer Super Output Area	Population
King's Lynn and West Norfolk 1	5,277
King's Lynn and West Norfolk 2	6,827
King's Lynn and West Norfolk 3	8,725
King's Lynn and West Norfolk 4	7,017
King's Lynn and West Norfolk 5	6,824
King's Lynn and West Norfolk 6	7,467
King's Lynn and West Norfolk 7	6,565
North Norfolk 2	5,944
North Norfolk 9	5,758
Column Total	60,404

Source: ONS

Business Count

Understanding the numbers of businesses in the different areas will be critical in gauging the potential demand for future workspace. The most widely used data to understand the numbers of businesses in a local area is the IDBR which records the number of enterprises that were live at a reference date, in this instance we have used 2017.

The IDBR is the comprehensive list of UK businesses used by Government for statistical purposes. It provides the main sampling frame for surveys of businesses carried out by the ONS and other government departments. It is also a key data source for analyses of business activity. The IDBR covers over 2.1 million businesses in all sectors of the UK economy, other than some very small businesses (those without employees, and with a turnover below the tax threshold) and some non-profit organisations.

Numbers of Businesses in the Surrounding MLSOAs (2017)			
Area	Total	Private Sector Total	Public Sector Total
King's Lynn and West Norfolk 1	285	275	15
King's Lynn and West Norfolk 2	440	425	15
King's Lynn and West Norfolk 3	320	310	15
King's Lynn and West Norfolk 4	265	255	15
King's Lynn and West Norfolk 5	210	205	5
King's Lynn and West Norfolk 6	115	115	5
King's Lynn and West Norfolk 7	220	215	10
North Norfolk 2	440	430	15
North Norfolk 9	275	265	10
	2,585	2,485	100

Source: ONS

The total number of businesses within the catchment area is 2,585. Hunstanton itself (in King's Lynn and West Norfolk 1) has 285 local businesses.

The business count data can be analysed alongside the population data as a means of providing a more accurate portrayal of the concentration of businesses in each area. This information is displayed in the table below. Figures have been rounded to the nearest 1. Hunstanton is one of the biggest concentrations of businesses in the area with 52 per 1,000 population.

Number of Businesses per 1000 population in Hunstanton and Surrounding Areas				
Mid Super Output Area	Population	Business Count	Businesses per 1000	Rank
King's Lynn and West Norfolk 1	5,277	275	52	3
King's Lynn and West Norfolk 2	6,827	425	62	2
King's Lynn and West Norfolk 3	8,725	310	36	5
King's Lynn and West Norfolk 4	7,017	255	36	5
King's Lynn and West Norfolk 5	6,824	205	30	7
King's Lynn and West Norfolk 6	7,467	115	15	8
King's Lynn and West Norfolk 7	6,565	215	33	6
North Norfolk 2	5,944	430	72	1
North Norfolk 9	5,758	265	46	4
	60,404	2,495		

Source: ONS

Business Counts by Sector

The tables below show the accumulated number of private sector businesses in the areas surrounding Hunstanton. Furthermore, we have extracted the data for businesses in relevant sectors that are more likely to be interested in using a managed / shared workspace facility. Those working the professional, financial and administrative sectors would be more requiring of desk space, co-working and incubation facilities than others. These have been highlighted within the tables. This would indicate at this high level, a potential market of 635 businesses for this nature of office accommodation.

UK Business Counts, Enterprises, Private Sector Total for MLSOAs surrounding Hunstanton (2017)									
Industry	King's Lynn and West Norfolk 1	King's Lynn and West Norfolk 2	King's Lynn and West Norfolk 3	King's Lynn and West Norfolk 4	King's Lynn and West Norfolk 5	King's Lynn and West Norfolk 6	King's Lynn and West Norfolk 7	North Norfolk 2	North Norfolk 9
Agriculture, forestry and fishing	10	80	30	25	10	0	5	5	75
Mining and quarrying	0	0	0	0	0	0	0	0	0
Manufacturing	5	20	10	15	10	5	30	10	15
Electricity, gas, steam and air conditioning supply	0	0	0	0	0	0	0	0	0
Water supply; sewerage, waste	0	0	0	0	0	0	0	0	0

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UK Business Counts, Enterprises, Private Sector Total for MLSOAs surrounding Hunstanton (2017)										
Industry	King's Lynn and West Norfolk 1	King's Lynn and West Norfolk 2	King's Lynn and West Norfolk 3	King's Lynn and West Norfolk 4	King's Lynn and West Norfolk 5	King's Lynn and West Norfolk 6	King's Lynn and West Norfolk 7	North Norfolk 2	North Norfolk 9	
management and remediation activities										
Construction	20	45	65	45	50	30	25	30	25	
Wholesale and retail trade; repair of motor vehicles and motorcycles	50	65	45	45	30	15	35	60	60	
Transportation and storage	0	5	10	5	5	5	20	10	15	
Accommodation and food service activities	55	35	30	20	10	10	10	45	55	
Information and communication	5	10	5	10	5	5	0	10	15	
Financial and insurance activities	0	5	0	5	0	0	0	5	5	
Real estate activities	5	10	5	15	5	0	5	10	20	
Professional, scientific and technical activities	25	50	25	20	35	10	15	30	45	
Administrative and support service activities	15	25	20	10	10	5	5	25	35	
Other service activities	10	10	10	5	5	10	5	15	5	
Education	0	5	5	5	5	0	5	5	5	
Human health and social work activities	10	5	10	10	10	5	10	20	15	
Arts, entertainment and recreation	15	15	5	5	5	0	5	10	20	
Totals of Key Potential Sectors	55	110	65	65	60	30	30	95	125	
Total Business Count	220	395	280	240	200	100	175	275	395	
Proportion of Potential Sectors	25.0%	27.8%	23.2%	27.1%	30.0%	30.0%	17.1%	34.5%	31.6%	
Rank by Proportion of Relevant Sectors	6	4	7	5	3	3	8	1	2	
<i>Source: IDBR</i>										

Number of Businesses by Size

Not all of these business sectors would be applicable as potential users of a managed workspace type facility. We have therefore distinguished the data for businesses within key sectors that are more likely to look for a managed workspace type facility and are also small businesses employing 0-9 people, within the catchment area. All figures have been rounded to avoid disclosure; totals across tables may differ by minor amounts due to the disclosure methods.

Enterprises by Industry Sector, for business employing 0 to 4 and 5 to 9 people in the area (2017) Hunstanton			
Industry	Total 0-4	Total 5-9	Total 0-9
Information and communication	65	0	65
Financial and insurance activities	20	0	20
Real estate activities	70	5	70
Professional, scientific and technical activities	225	20	240
Administrative and support service activities	125	10	150
Other service activities	55	15	65
	560	50	610

Source: ONS

This shows there is a total of 610 small businesses currently operating in sectors that are more inclined to want to be located in a managed workspace type facility.

Economic Activity

The table below details the economic activity levels in areas surrounding Hunstanton. With 5,187 self-employed people living in nearby areas there could be a strong potential market for small units if self employed people wish to move from say working at home to a small office / workspace.

Economic Activity (2011) Areas Surrounding Hunstanton										
	KL 1	KL 2	KL 3	KL 4	KL 5	KL 6	KL 7	NN 2	NN 9	Total
Economically Active (total):	2,022	3,244	3,549	3,028	3,477	4,152	2,834	2,592	2,930	27,828
Employee: Part-time	484	669	900	715	829	1,048	641	536	616	6,438
Employee: Full-time	865	1,444	1,610	1,524	1,886	2,362	1,562	1,066	1,507	13,826
Self-employed	475	895	767	547	499	419	202	807	606	5,187
Unemployed	138	159	157	132	113	202	322	110	141	1,474
Full-time student	60	77	115	110	150	807	107	73	60	1,559
Economically Inactive	1,624	1,918	2,639	1,877	1,468	1,508	1,474	1,637	1,281	15,426
Column Total	3,646	5,162	6,188	4,905	4,945	5,660	4,308	4,229	4,211	

Source: ONS

10.3% of the economically active population in King’s Lynn and West Norfolk are self-employed, which is a higher proportion than the likes of Cambridgeshire (9.8%), Peterborough (7.6%), Lincolnshire (9.5%) and even England (9.8%). This could be a potential source of demand for managed workspace accommodation.

Business Births

In 2016 there were 540 registered business births in King’s Lynn and West Norfolk, an average figure in comparison to the surrounding region. By 2016, the number of new enterprises registered in the Borough has increased proportionately by 54.3% from the 2010 figure. The table below demonstrates that both the Borough and most districts in the immediate vicinity have a lower business birth rate than the wider East of England region (+101.1%), England (+80.2%) and the United Kingdom more generally (+76.2%). The data suggests that the region is underperforming with regards to the number of new enterprises established, and this can be attributed to a lack of entrepreneurial climate, a lack of business opportunity, and perhaps a lack of appropriate premises and infrastructure.

Business Birth Rates (2011-2016)									
Area	2010	2011	2012	2013	2014	2015	2016	% change 2010-2016	Rank
King's Lynn and West Norfolk	350	435	395	525	525	530	540	+ 54.3%	7
Breckland	370	365	390	490	475	520	490	+ 32.4%	12
North Norfolk	245	325	325	365	350	350	365	+ 49.0%	9
Broadland	350	385	370	510	490	510	920	+ 162.9%	1
South Norfolk	350	440	375	510	505	540	595	+ 70.0%	5
Forest Heath	180	220	205	255	280	285	300	+ 66.6%	6
East Cambridgeshire	310	340	335	390	390	420	420	+ 35.5%	11
Huntingdonshire	650	705	650	880	1,015	965	930	+ 43.1%	10
Fenland	280	295	290	350	340	385	420	+ 50.0%	8
Peterborough	585	650	680	950	990	1,170	1,290	+ 120.5%	3
South Holland	240	270	305	450	520	570	560	+ 133.3%	2
Boston	160	165	195	250	235	270	285	+ 78.2%	4
East of England	22,580	24,930	25,335	32,570	32,595	35,440	45,400	+ 101.1%	
England	207,520	232,460	239,975	308,770	313,200	344,385	374,035	+ 80.2%	
United Kingdom	235,145	261,370	269,565	346,485	350,585	383,075	414,355	+ 76.2%	

Source: ONS

Business Survival Rates

The Local Economic Assessment for Norfolk (2013) highlights:

In 2011, there were 2,720 new business start-ups in Norfolk, a rate of 9%. By comparison there was a business start-up rate of 10.5% in the East of England region and a rate of 11.4% in England. Rates have fallen in all comparator areas since 2007 but there was a significant rise between 2010 and 2011

suggesting improved business confidence. Relative to 2007 there has been a 20% decrease in the annual number of business start-ups in Norfolk. This compares to a decrease of 10% at the regional level and 6% in England. This would suggest that the level of entrepreneurship in the county is not only lower than regional and national averages but that the gap is widening.

In 2011 there were 2,955 business closures in Norfolk, a rate of 9.8%. By comparison there was a regional business closure rate of 9.6% and an England rate of 9.9% in 2010.

Business Births and Survival Rates (2011)											
Area	Births	1-year		2-year		3-year		4-year		5-year	
		Count	%	Count	%	Count	%	Count	%	Count	%
King's Lynn and West Norfolk	435	415	95.4	345	79.3	285	65.5	235	54.0	200	46.0
Breckland	365	350	95.9	275	75.3	230	63.0	190	52.1	165	45.2
North Norfolk	325	300	92.3	255	78.5	210	64.6	180	55.4	160	49.2
Broadland	385	365	94.8	315	81.8	260	67.5	210	54.5	180	46.8
South Norfolk	440	420	95.5	355	80.7	285	64.8	235	53.4	210	47.7
Forest Heath	220	210	95.5	175	79.5	140	63.6	110	50.0	95	43.2
East Cambridgeshire	340	315	92.6	270	79.4	225	66.2	195	57.4	170	50.0
Huntingdonshire	705	665	94.3	560	79.4	475	67.4	395	56.0	350	49.6
Fenland	295	280	94.9	235	79.7	195	66.1	160	54.2	140	47.5
Peterborough	650	620	95.4	500	76.9	385	59.2	315	48.5	280	43.1
South Holland	270	255	94.4	210	77.8	165	61.1	145	53.7	125	46.3
Boston	165	155	93.9	120	72.7	95	57.6	80	48.5	75	45.5
East of England	24,930	23,415	93.9	19,295	77.4	15,625	62.7	13,175	52.8	11,425	45.8
England	232,460	216,315	93.1	175,405	75.5	140,350	60.4	118,170	50.8	102,240	44.0
United Kingdom	261,370	243,340	93.1	197,515	75.6	158,140	60.5	133,260	51.0	115,240	44.1

Source: ONS

Businesses in King's Lynn and West Norfolk have a worse rate of survival over five years (46.0%) than the Norfolk (46.7%) figure, but better than the regional (45.8%) and national (44.0%) averages. Although the higher survival rate is encouraging in some respects, it is generally thought that small numbers of new businesses alongside higher survival rates could suggest a less than dynamic business environment. The region's business churn rate of 19% (the rate at which new businesses leave and enter the economy) is the 2nd-worst out of all LEP areas. Healthy levels of enterprise and business churn are at the heart of economic growth.

In the first 4 years of operation (based on companies that opened in 2011), King's Lynn and West Norfolk outperformed most of its regional counterparts and Norfolk more broadly, but interestingly, records a larger proportion of business failing in their 5th year (-8%) than any regional or national comparator.

This pattern is interesting in terms of the potential offer available at any managed workspace developed. With King's Lynn and West Norfolk businesses more likely to fail after 4 years of trading than the national average, a policy where businesses are forced to move on after a set period of time, without the adequate provision of move-on space, would not help address this.

Business Summary

- The total number of businesses within the catchment area is 2,585. Hunstanton itself has 285 local businesses.
- The Borough has a shortfall of enterprises in the industry sectors most likely to utilise managed workspace.
- Those working the professional, financial and administrative sectors would be more requiring of desk space, co-working and incubation facilities than others. This would indicate at this high level, a potential market of 635 businesses for this nature of office accommodation.
- When looking at those businesses in the sector with less than 10 employees, there is a total of 610 small businesses currently operating in sectors that are more inclined to want to be located in a managed workspace type facility.
- 10.3% of the economically active population in King's Lynn and West Norfolk are self-employed, which is a higher proportion than the likes of Cambridgeshire (9.8%), Peterborough (7.6%), Lincolnshire (9.5%) and even England (9.8%). This could be a potential source of demand for managed workspace accommodation.
- There is a higher proportion of economically active homeworkers and self-employed people in Hunstanton than most of the surrounding area.
- There has been a more significant decrease over the last decade in the annual number of business start-ups in Norfolk than the national average. This would suggest that the level of entrepreneurship in the county is not only lower than regional and national averages but that the gap is widening.
- Businesses in King's Lynn and West Norfolk have a worse rate of survival over five years (46.0%) than the Norfolk (46.7%) figure, but better than the regional (45.8%) and national (44.0%) averages

5.0 Business Consultation

In order to test the demand for any potential new workspace from businesses locally, an online questionnaire was developed. It was promoted via an article in the Town and Around magazine and a database of business contacts within a 10-mile radius of Hunstanton was purchased from Experian and circulated via email.

General Summary of Business Consultation

In total 80 businesses completed the questionnaire on line. Here we have compiled the key findings for all businesses who took part in the survey.

Note: due to the rounding of percentages to one decimal place not all results will add up to exactly 100%.

Businesses Taking Part in the Survey

Here we have provided some background to the businesses who completed the survey:

- 78.79% of businesses who took part in the survey had been operating for over 5 years, 21.23% had been operating less than 5 years.
- 41.33% of businesses who took part in the survey were not registered for VAT, 58.67% of businesses were VAT registered.
- 55.55% of businesses had 5 or fewer full time employees and 44.45% had over 5. Also 64.41% of businesses had 5 or fewer part time employees and 35.59% had over 5.
- 70.18% of businesses were looking to grow their business over the next 5 years.

Main Business Area - Businesses were asked what their main area of business activity was. The results can be seen in the table below:

What is your main area of business activity? For businesses who have not yet started please tell us which sector you are planning to operate in. Please tick all relevant options.

Answer Options	Response Percent
Retail	26.32%
Café/Restaurant	21.05%
Visitor Attraction e.g. Amusement Arcade, Museum etc	10.53%
Accommodation Provider – Hotel, B&B etc	25.00%
Agriculture, Forestry and Fishing	2.63%
Manufacturing	9.21%
Construction	9.21%
Wholesale Trade	2.63%
Transportation and Storage	2.63%
Information and Communication	3.95%

What is your main area of business activity? For businesses who have not yet started please tell us which sector you are planning to operate in. Please tick all relevant options.

Answer Options	Response Percent
Real Estate/ Business/ Finance/ Insurance	1.32%
Professional, Scientific and Technical Activities	3.95%
Administration and Support Services	0.00%
Education	6.58%
Human, Health and Social Work Activities	2.63%
Arts, Entertainment and Recreation	9.21%
Other Service Activities	14.71%

When asked for more detail about what their business did, responses included:

'We have a 5 letting room B&B with two disabled access chalets'

'Seasonal café, open for 43 years in Hunstanton'

'Roofing contractor'

'Design, supply & installation of fitted Kitchens, Bedrooms, Bathrooms, Home Office'

Length of operation - Businesses were asked how long their business had been operating.

How many years has your business been operating?

Answer Options	Response Percent
Not started yet	4.55%
Less than a year	1.52%
1-2 years	1.52%
2-3 years	3.03%
3-4 years	4.55%
4-5 years	6.06%
5+ years	78.79%

Businesses who had put 5+ years were asked to specify the number of years they had been operating. Their answers can be categorised as such:

How many years has your business been operating?	
Answer Options	Response Percent
5-10 years	10.34%
11-20 years	32.76%
21-30 years	15.52%
31-50 years	22.41%
51-100 years	10.34%
101 years +	5.17%
Unsure	3.45%

a. Business Location

Businesses were asked for their business postcode. We have categorised their answers through the Outward code – or district postcode.

What is your postcode?	
Answer Options	Response Percent
PE30	21.62%
PE36	62.16%
PE31	10.81%
PE34	1.35%
Other	4.05%

b. Business Size

Businesses were asked how many full-time and part-time employees their business had

Including yourself, how many full-time and part-time employees does your business have?	
Answer Options	Response Percent
Full Time	85.14%
Part Time	79.73%

When analysing the numbers further, the answers were as such:

Full Time	
Answer Options	Response Percent
1-5 employees	55.55%
6-10 employees	7.94%
11-20 employees	3.17%
21-30 employees	9.52%
31-50 employees	9.52%
51-100 employees	4.76%
101 + employees	3.17%
None	6.35%

Part Time	
Answer Options	Response Percent
1-5 employees	64.41%
6-10 employees	8.47%
11-20 employees	6.78%
21-30 employees	5.08%
31-50 employees	1.69%
51-100 employees	0.00%
101 + employees	0.00%
None	13.56%

c. VAT Registration

Businesses were asked whether they were VAT registered:

Are you VAT registered?	
Answer Options	Response Percent
Yes	58.67%
No	41.33%

d. Business Premises

Businesses were asked to describe the type of accommodation their business was located in.

Which of the following would best describe the type of accommodation in which your business is currently located? Tick all that apply	
Answer Options	Response Percent
Shop/ Retail Unit	28.81%
Café/ Restaurant Facility	22.03%
Market Stall	3.39%
Hotel/ B&B	28.81%
Tourism Attraction	6.78%
Office – on a business park	1.69%
Office – in a managed workspace	1.69%
Office – at home	13.56%
Office – above a shop	3.39%
Office – in a town or village	11.86%
Virtual Office	0.00%
Warehouse – on a business park/ industrial estate	3.39%
Warehouse – in a town or village	3.39%
Workshop – on a business park/industrial estate	3.39%
Workshop – in a town or village	5.08%
Not Started Yet	3.39%
Other	18.64%

Of those who selected Other, the answers included:

‘Car showroom and offices and full workshop with parking on site’

‘Camp site and farming’

‘Theatre’

e. Size of Business Premises

Businesses were asked to provide details of the approximate size of their business premises with 76.92% answering in m² and 28.21% answering in ft².

What is the approximate size of your current business premises in either m ² or ft ² ?		
Answer Options	m ²	ft ²
Under 100	33.33%	0.00%
100 – 500	16.67%	0.00%
501 – 1,000	16.67%	18.18%
1,001 – 2,000	3.33%	18.18%
2,001 – 5,000	3.33%	27.27%

What is the approximate size of your current business premises in either m ² or ft ² ?		
Answer Options	m ²	ft ²
5,001 – 10,000	0.00%	0.00%
10,001 +	6.66%	9.09%
Unsure	20%	27.27%

f. **Accommodation Need** - Businesses were asked whether their current accommodation met their needs.

- 68.75% said Yes
- 31.25% said No

g. **Finding Suitable Premises** - Businesses were asked whether they had struggled to find suitable premises for their business in Hunstanton.

- 31.67% said Yes
- 68.33% said No

h. **Owned or rented accommodation**

Businesses were asked whether they owned or rented the workspace accommodation they used.

If you currently use office/ workshop/ retail accommodation in Hunstanton please tell us if you currently own, or rent your office/ workspace accommodation, or work from home?	
Answer Options	Response Percent
Own	29.09%
Rent	32.73%
Work from Home	9.09%
N/A	29.09%

i. **Rent** - Businesses were asked about their current rent in £'s per ft² or m². There were limited responses but answers included.

'£8,000 per annum' (per ft²)

'approx £400 per month in all' (per ft²)

'60/yr (per m²)

j. Aspects of Rent

Businesses were asked what was included in their rent.

Does this include the following?		
Answer Options	Yes	No
Services Charges	25.00%	75.00%
Rates	21.05%	78.95%
Heat, Light, Power	27.27%	72.73%
Internet Access	15.00%	85.00%
Any Other Facilities	7.14%	92.86%

k. Business Development

Businesses were asked which of the following they were planning to do at their business over the next 5 years?

Are you planning to do any of the following at your business over the next 5 years? Please tick all that apply			
Answer Options	Yes	No	Not Sure or N/A
Grow your business	70.18%	10.53%	19.30%
Employ more staff	57.89%	19.30%	22.81%
Move to different business premises	24.49%	59.18%	16.33%
Move to larger business premises/ take on additional space	30.91%	52.73%	16.36%
Relocate from Hunstanton to outside of the area	11.76%	66.67%	21.57%
Relocate into Hunstanton from outside of the area	2.17%	78.26%	19.57%
Close your business	4.08	63.27%	32.65%

When asked to provide more information about their plans for their business, answers included:

'To sell and retire'

'Due to the ever increase of work, we would be looking to expand the business which would involve larger office facilities, further storage space/units and increased in-house training facilities.'

'Not sure of plans anymore, had a great plan for expansion depends on local plans. we could be interested in any of the local council redundant buildings if anyone is interested in talking to us.'

I. Need for Additional Workspace

Businesses were asked whether in their opinion there is a need for additional workspace in Hunstanton. Their answers can be seen below:

In your opinion is there a need for additional business premises in Hunstanton and the surrounding area? Please tick all of those that you think are needed.	
Answer Options	Response Percent
Office Accommodation	24.44%
Workshop Space	44.44%
Light Industrial Units	62.22%
Warehouse Space	15.56%
Retail Space	28.89%
Café/ Restaurant Space	15.56%
Hotel/ B&B Accommodation	11.11%
Other	8.89%

46.67% then commented on what type of space they thought was needed.

'I suspect that there is a need for accessible, start up accommodation.'

'The town desperately needs quality restaurants, more variety of shops, affordable parking and workshops for people to run small cottage businesses.'

'Small storage units - now some retail shops are unoccupied by retail and being used for storage'

m. Relocation Incentives

Businesses were asked whether any of the following would make them consider relocating or setting up a new business:

If any of the following were made available in Hunstanton would you consider relocating or setting up your business there? Please tick all of those which you would be interested in using.	
Answer Options	Response Percent
Light Industrial Space	30.00%
Office Accommodation	20.00%
Managed Office Accommodation/ Innovation Centre	16.67%
Workshop Space	23.33%
Retail Units	23.33%
Other (please specify)	53.33%

Of those who selected Other, the answers included:

'Catering Kitchen'

'Hunstanton is struggling due to expensive and lack of car parking'

n. Important Facilities in a Managed Workspace

Businesses were asked which of the following accommodation/ facilities/ design issues would be important, not important or very important to them if they were to locate in a managed workspace.

If you were to locate your business in an office/ managed workspace/ innovation centre in or near Hunstanton, which of the following accommodation/ facilities/ design issues would be important, very important or not important to your business?

Answer Options	Very Important	Important	Not Important at all
Cost (rent and other services)	84.38%	11.5%	3.13%
Flexible terms (of lease etc.)	70.97%	25.81%	3.23%
Secure 24-hour access	43.33%	46.67%	10.00%
Parking	66.67%	30.30%	3.03%
Central admin support/ photocopying/ telephone answering service etc	21.88%	9.38%	68.75%
Access to meeting/conference rooms	18.75%	25.00%	56.25%
On site storage	41.94%	35.48%	22.58%
High speed internet access	75.76%	18.18%	6.06%
Access to business support services	20.69%	20.69%	58.62%
Cafe/restaurant facilities	12.9%	32.26%	54.84%
Hot desking facilities	6.90%	20.69%	72.41%

Businesses were asked for any other factors that would be important if they were to locate in a managed workspace that were not covered on the list.

They told us:

- *‘Rental flats for staff’*
- *‘Allocated Free Car Parking for our guests’*
- *‘Bank’*
- *‘just warehousing/industrial units that would enable us to stock more materials, expand our training facilities to help alleviate skills shortages in the area.’*

o. Size of Business Premises if Relocated

Businesses were asked about the approximate size of their business premises they would need if they were located in or near Hunstanton, with 81.25% answering in m² and 25.00% answering in ft². We have categorised their responses into fixed parameters of projected premises. By converting the data acquired as m² into a ft² figure we can correlate the respondents’ results for a more accurate analysis. The table demonstrates that businesses considering locating in or near Hunstanton would need premises over 10,001ft² (23.5%) or between 1,001-2,000ft² (23.5%). A considerable portion of respondents were also unsure about the premises required (29.4%).

If you were to locate in or near Hunstanton, what approximate size of business premises would you need in either m² or ft² ?

Answer Options	%
100 – 500 f ²	5.9%
501 – 1,000 f ²	11.8%
1,001 – 2,000 f ²	23.5%
2,001 – 5,000 f ²	0.0%
5,001 – 10,000 f ²	5.9%
10,001 + f ²	23.5%
Unsure	29.4%

p. Further Comments

Businesses were asked for further comments regarding the current supply or need for additional business premises in Hunstanton.

They included:

- *'better road/rail connection'*
- *'Free Car parking'*
- *'Some current businesses need to address maintenance issues and remove eyesores which are detrimental to the pleasure of visitors and our much relied on tourism.'*
- *'Need more things to do for young people living in the area.'*
- *'The development of the town into a place to visit during the winter months'*
- *'more attractions for the tourist or visitor'.*

Many of the answers focused on their belief that Hunstanton was declining and needed revitalising to make it a worthwhile and economically viable centre.

Summary of Business Consultation

- The majority of businesses that responded are well established, having been operating for more than 5 years
- Over 60% have less than 10 employees
- The majority of businesses that responded are operating in shops/restaurants or hotels / B&Bs
- Around 20% are operating in Professional, Scientific and Technical Activities or other service activities which are businesses more likely to want shared / managed workspace
- 13.5% stated that they are currently based at home
- 31% stated that their current accommodation doesn't meet their needs
- 32% stated that they struggled to find suitable accommodation in Hunstanton
- 70% expect their business to grow
- 31% expect to move to larger premises in the next 5 years
- People felt the biggest need was for light industrial units, followed by workshops, retail and then office space.

With the majority of businesses not based in office accommodation, this could suggest a need that is not being met, or a lack of demand for such accommodation in Hunstanton. Indeed, Light Industrial Units (62.22%) and Workshop Spaces (44.44%) were found to be the most sought-after workspaces in Hunstanton.

It is considered that there is likely to also be latent demand of office accommodation, particularly for start-up and smaller businesses. The complete lack of availability of space of this nature in the town potentially limits responses from businesses that might benefit from this space.

6.0 Stakeholder and Property Agent Consultation

Previous sections consider the quantitative and qualitative supply of premises in Hunstanton and the surrounding area. This section comprises an analysis of market trends and demands via discussions with local stakeholders and commercial agents to obtain details of enquiries and general views of the market. The following people were consulted as part of the study:

- Paul Harrison, Business Development and Marketing Officer, Borough Council of King's Lynn & West Norfolk
- Michael Walsh, Principal Surveyor, Borough Council of King's Lynn & West Norfolk
- Paul Searle, active business owner
- Mike Rushton, Secretary of Hunstanton Chamber of Commerce
- Cruso & Wilkin
- William H Brown
- Brittons Estate Agents

In the King's Lynn and West Norfolk Borough, and in Hunstanton in particular, it is noted that very few of the sites and very little of the stock managed comprises offices, the majority being industrial stock, much housed on clearly defined estates. Most of this industrial stock is found to be in either manufacturing or local distribution rather than as warehouses. An example of this is the lack of high-bay warehousing usually used for the distribution market – the strategic location of the borough in the East of England does not yield a strong distribution centre and is superseded in this regard by Cambridge and Norwich. This is also in part due to the local road network. With this in mind, industrial demand comes from small to medium sized firms, although it should be noted that there is not considerable demand at the moment.

King's Lynn

King's Lynn itself has a number of large existing industrial estates, most of which are well-used, while there are available premises but with a general trend towards small and medium-sized units. With regards to tenants, churn can be described as limited. Most offices are confined to the town centre, and there are not many new-builds of any variety. Those that are, with a few exceptions such as the Borough Council's KLIC, are on a small scale. Offices tend to be either 1960s-built, small suites above shops, or residential conversions.

Vacancy rates in the 2010s were symptomatic of a conservative rather than expansive outlook with regards to new developments. Low levels were indicative of operations looking to expand within existing sites, rather than choosing to move to purpose-built units in a different location. This is also representative of King's Lynn's status as a main business centre in Norfolk. New development is found to be expensive and unreliable as there is little confirmation of future demand.

Hunstanton

The town does not have a reputation as a commercial property location due to its periodic dormancy during out-of-season periods. Residential property and shops are largely orientated around the tourism industry. The industrial premises in the town have always been smaller than those in King's Lynn

(averaging c.250 sqm), perhaps indicative of the local nature of the market. Offices are mostly small properties in the town centre or residing above shops, much of which is assumed to be owner-occupied. It is assumed that Norfolk generally will increasingly see a decrease in demand and occupancy of industrial units, and an increase in office demand, although there are marginal levels of the latter and so estimations are unreliable.

There has been little in the way of new developments in the area, suggestive of a lack of attention and interest from developers and potentially occupiers – it is an untested market; the town has been subject to a new housing development (e.g. Butterfield Meadows), but little else.

A consideration of the neighbouring rural areas of northern Norfolk is equally suggestive of a lack of demand with regards to employment sites. The area is typified by small villages connected by narrow lanes, predominantly residential in character and presenting only smaller employment opportunities. This alludes to the factor of a dormant labour pool, an ageing population with little new occupier demand. Current occupiers are assumed to be either related to agriculture or an independent business.

Any commercial development ought to be appropriately scaled to accommodate local needs.

In terms of other comments from stakeholders, points raised include:

- The location of Hunstanton is currently seen as a negative because of poor transport and connectivity. There is an opportunity to turn this round and for it to be seen as a positive for certain types of businesses such as knowledge / lifestyle / web-based businesses.
- It was considered there could be opportunities to attract service-based businesses that would support the local tourism sector such as IT / Recruitment / Marketing.
- There is a high proportion of self-employed people and a lot of people work from home so this could be a potential market for small office units.
- Generally, it was considered there could be demand for some small industrial units and serviced offices but there is little specific evidence to support this. It was suggested that there are some empty buildings in the town that could be converted at a relatively low cost/ low spec/ low rent to test the market. These can then be further developed if there is a demand.

7.0 Supply Audit

This section considers existing supply of workspace premises in and around Hunstanton. As well as specific data relating to the existing premises in Hunstanton, we have considered office size, rateable value (RV) and floorspace per capita for King's Lynn and West Norfolk and the surrounding districts to provide a contextual perspective on the Borough's provision in comparison with the wider region and wider country.

The tables below shows the distribution of office premises expressed as Valuation Office hereditaments. Hereditaments are premises liable for business rates. They can be a group of buildings, a single building or a property within a building. It gives a good indication of business premises and floorspace in an area.

The most recent Valuation Office data available is for 2012, which pre-dates the recovery from recession but still gives a good idea of the scale and distribution of space in King's Lynn and West Norfolk and the surrounding districts.

7.1 Supply of General Office Premises in the Region

A review of data from the Business Valuation Office can give us a detailed perception of the supply of general office premises in Hunstanton and the surrounding area. The table appended is indicative of the listed offices in Hunstanton. The data demonstrates that there are only 30 office premises in Hunstanton. The premises range in size between 14m² and 356.85m², with an average size of 84.67m². On average, these command a charge of £101.25 per m².

In comparison, Valuation Office data demonstrates that Hunstanton's average office size is smaller than that of the wider Borough (159.01m²) and has a similarly smaller rateable value (£71.00 per m²).

The implications of the table below are that King's Lynn and West Norfolk is poorly served by office space. The data shows that the Borough ranks 10th out of 12 surrounding districts in terms of the amount of office space per person (1.00m² per person). This is symptomatic of a wider problem in Norfolk (1.89m² per person) and the East of England (2.45m² per person), suggesting much of the region is lagging behind the average for England (3.13m² per person).

Distribution of Office Premises (2012)						
Area	Number of Units (Floorspace, sqm)					
	Offices	Floorspace (thousands sqm)	Rank	Economically Active People	Office space per head (sqm/pp)	Rank
King's Lynn and West Norfolk	440	70	5	69,800	1.00	10
Breckland	440	51	9	65,900	0.77	11
North Norfolk	290	32	12	45,100	0.71	12
Broadland	350	147	3	67,000	2.19	2
South Norfolk	500	77	4	64,600	1.19	6
Forest Heath	370	66	6	33,800	1.95	4
East Cambridgeshire	340	58	7	50,500	1.15	7

Distribution of Office Premises (2012)						
Area	Number of Units (Floorspace, sqm)					
	Offices	Floorspace (thousands sqm)	Rank	Economically Active People	Office space per head (sqm/ppl)	Rank
Huntingdonshire	900	196	2	90,000	2.18	3
Fenland	350	54	8	50,500	1.07	8
Peterborough	1,250	429	1	98,500	4.36	1
South Holland	380	46	10	45,700	1.01	9
Boston	290	45	11	31,200	1.44	5
Norfolk	3,720	817	N/A	432,200	1.89	N/A
Suffolk	4,640	861	N/A	368,500	2.34	N/A
Cambridgeshire	4,110	1,171	N/A	347,300	3.37	N/A
East of England	33,060	7,805	N/A	3,180,000	2.45	N/A
England	340,890	89,250	N/A	28,550,000	3.13	N/A

Source: Valuation Office

The data also shows that Norfolk, as of 2012, had 3,720 office units, nearly 20% and 10% fewer units than neighbouring Suffolk and Cambridgeshire respectively.

The table below details the rateable value of office premises in King's Lynn and West Norfolk and the surrounding districts. The county's average rateable value per m² (£90) falls behind the regional East of England figure (£113) and is less than 60% of the value of the national average (£155).

Office Rateable Value				
	Units	Rateable Value (£Millions)	RV per sqm (£/sqm)	Rank (RV per sqm)
King's Lynn and West Norfolk	440	5	71	8
Breckland	440	4	78	7
North Norfolk	290	2	68	9
Broadland	350	14	98	3
South Norfolk	500	7	96	4
Forest Heath	370	5	80	6
East Cambridgeshire	340	6	105	2
Huntingdonshire	900	21	106	1
Fenland	350	3	57	11
Peterborough	1,250	40	93	5
South Holland	380	3	61	10
Boston	290	3	61	10
Norfolk	3,720	73	90	N/A
Suffolk	4,640	68	79	N/A
Cambridgeshire	4,110	174	149	N/A
East of England	33,060	885	113	N/A
England	340,890	13,799	155	N/A

Source: Valuation Office

A full list of retail premises in Hunstanton can be found in the Appendix.

7.2 Workspace Supply Audit

An investigation into the existing managed workspace type facilities in Hunstanton and the surrounding area yields few results. A widened catchment area encompassing King's Lynn further evidences a scarcity of serviced office accommodation in West Norfolk. With the exception of the top-specification King's Lynn Innovation Centre (KLIC), the area has very few business incubators or co-operative office rentals. The supply audit only identifies standard office rental accommodation, usually taking the form of an open plan refurbished build complete with shared toilets and a kitchenette between tenants.

Supply Audit: Workspace within 15 miles of Hunstanton				
Building	Location	Offer	Price	Capacity
Northgate Offices	2 Northgate, Hunstanton, Norfolk PE36 6DG	<p>Second floor office accommodation comprises of 3 office rooms, a shared lobby and reception. The 3 rooms range in size from 72 sqft to 182 sqft. There are shared staff facilities including a ground floor kitchen, staff toilets, heating, mains water and power. By separate arrangement there is a Boardroom that can be made available for one-off meetings.</p> <p>Standard 3 year leases available. No parking facilities due to being adjacent to the High Street.</p>	Guide rental of the full office property is at £6,500 per annum inclusive (£125 per week).	Empty
King's Lynn Innovation Centre	Innovation Drive, King's Lynn, PE30 5BY	<p>The KLIC offers top-specification office space, modern conference suites, a coworking suite, virtual offices and an optimum working environment equipped with the latest technology and practical amenities including shower facilities. Services delivered by Nwes include 1-to-1 business advice, mentoring, a manned reception and workshop, while Nwes can also provide access to financial sources and funding opportunities.</p> <p>As part of the Local Enterprise Zone, tenants have reduced business rates, superfast broadband, and flexible tenancy terms. There is ample car parking and 24 hour access.</p>	<p>Rates for individual units are c.£27.50 per sqft. Desks in the coworking suite are £195 + VAT per month.</p> <p>Rent includes business rates, service charge, utilities, 8 hours per month of free meeting room usage across all Nwes centres, and access to Nwes networking events.</p>	4 units available out of 25
Yours Business Networks	Bishops Lynn House, 18 Tuesday Market Place, King's Lynn PE30 1JW	<p>Grade II listed building with four floor or modern office space, meeting, training and teleconferencing facilities. Rents are inclusive of mail handling, reception services, free business support, a business lounge and use of the shared suites for meetings, training and conferences.</p> <p>Suites available range in size from 279 swft to 1,117 sqft and can accommodate from 2 to 12 people with the option to add additional offices for more.</p>	Suites from £392 to £1,250 per month dependent on size (approx. £14 to £17 sqft).	8 suites available due to large overseas tenant vacating (usually full)
St Ann's House	St Ann's Street, King's Lynn PE30 1LT	Grade II listed building with three floors that have been subdivided into manageable office accommodation, both singularly and in suites. The offices share a cloakroom, kitchen facilities and a communal entrance hall. Incentives provided to start-up businesses. Office sizes vary from 305 to 854 sqft.	Offices and suites are costed at approx. £33 to £36 per sqft. There is a £5 per sqft cleaning charge to cover the communal areas and exterior maintenance.	1 suites and 2 rooms available (of c.25)
White's House	26 St Nicholas Street, King's Lynn, Norfolk PE30 1LY	The house comprises a traditional two-storey period property, refurbished, and laid out for office use providing a range of individual and interconnecting offices with cloakrooms on both ground and first floors. There is also a kitchen. The total size of the accommodation is 1,731 sqft including the reception area, general offices and 6 individual offices. Negotiable lease terms.	£20,000 per annum exclusive (approx. £11.50 per sqft)	Empty
Nelson House	Bergen Way, King's Lynn PE30 2JG	Modernised office space within the North Lynn Industrial Estate set across three floors, part open plan and part cellular office accommodation plus shared meeting rooms. On-site there is communal parking and a reception. Offices available are sized between 308 sqft and 1,093 sqft. Short or long term leases available. The site includes car parking and 24 hour access.		Not available
Vancouver House	County Ct Road, King's Lynn PE30	<p>Large four-storey 1950s built office block offering extensive office space with some allocated parking. The ground floor comprises a self-contained suite with reception area, meeting rooms and an open plan office space. The second floor includes a small meeting room along with an open plan office space. There are communal toilets and entrance halls. The large self-contained suites are sized at c.3,000 to 3,800 sqft, while the wings are made up of individual units.</p> <p>There are incentives available to tenants.</p>	Prices from c.£20 + VAT per sqft, on a minimum 3 year lease. Parking spaces incur a further annual charge.	There is 1 floor and 2 wings available (of approx 7 units)

Supply Audit: Workspace within 15 miles of Hunstanton				
Building	Location	Offer	Price	Capacity
Riverside Business Centre	Crossbank Road, King's Lynn PE30 2HD	At the Business Centre there is the offer of various office suites with the complementary use of a shared kitchen and toilet facilities. There are 12 units in total, ranging in size from 145 sqft to 11,713 sqft. There are flexible lease terms on offer.	From £140 per month plus service charge (approx. £5-15 per sqft). Rents inclusive of business rates and telephone.	Full (high turnover)
North Lynn Business Village	Bergen Way, King's Lynn PE30 2JG	Modern business environment comprising 12 stand-alone office units set across two floors each. The buildings each have cloakrooms and an entrance foyer. The property can be let as a whole or on a floor by floor basis with a standard 3 year lease on offer. Each building totals close to 1,270 sqft.	£16,500 per annum exclusive (approx. £13 sqft).	1 or 2 units available.
Chequer House	10-12 King Street, King's Lynn PE30 1ES	Situated in the professional district of Kings Lynn, Chequer House is arranged over four floors, combining open plan and cellular space with lift service to each floor. The floors have a communal kitchen space. The second floor comprises 10 individual office spaces that total between 274 sqft to 794 sqft. The property consists of 5,393 sqft, with larger offices occupying the other floors.	From £11 + VAT per sqft.	50% capacity.
Chancery House	8 King Street, King's Lynn PE30 1ES	Grade II listed property laid out with the reception hall and large front ground floor office with ancillary offices to the rear. There is a first floor with panelled offices to the front and rear, coupled with useful attic storage. There is a shared lobby, toilets and kitchenette. No additional services offered. Parking space to the rear for an additional fee. 3 offices make up each floor, sized between 90 sqft and 320 sqft each. The property totals 1,109 sqft of office space and 625 sqft of attics.	£12,500 per annum total	Open

The offer at KLIC and at Bishop’s Lynn House is the only offer which may be similar, although likely significantly larger than the potential proposals for the former infant school site. As well as the professional working environment afforded by shared meeting rooms, manned receptions and virtual office packages, these premises offer business advice, mentoring, and business support. KLIC’s innovative approach additionally offers tenant workshops alongside providing access to financial sources and funding opportunities.

In terms of occupancy levels, the table demonstrates that the facilities boasting improved tenant offers – with the provision of incentives and business supports – are almost at full capacity. The nature of managed workspaces implies a high level of turnover as businesses graduate out of incubators and innovation centres. Comparatively the capacity rates at office accommodation that exists solely as a fixed-lease premises with no additional business services are much lower as they command a more permanent tenant and don’t foster a co-working environment. Most adhere to the standard 3-year fixed-lease term.

The relatively low occupancy levels suggest that the current offer for business accommodation may not be meeting business needs, and that businesses may have moved or are moving out of the area. There is minimal managed workspaces and they are confined to King’s Lynn. Hunstanton itself does not have a business centre of any description.

7.3 Supply of Retail Premises in Hunstanton

An analysis of data from the Business Valuation Office gives us an accurate insight into the number of retail units in Hunstanton and the surrounding area. In total, there are 139 retail units in Hunstanton, ranging from hairdressing salons and kiosks to shops and banks. These units range in size from 8.9m² to 1,283.50m², and range in price from £27.50 per m² to £395 per m². The average size of retail premises is 140.63m², commanding an average rate of £175 per m². The average rateable value is £15,306.

The table below illustrates data on the distribution of retail premises in the King’s Lynn and West Norfolk Borough, the surrounding districts, as well as regional and national comparative figures. The average size of a retail unit in the Borough is larger than that in Hunstanton at 237.5m² and is slightly larger than the national average (210.66m²). The average rent for retail premises in Hunstanton is considerably higher than the same figure for King’s Lynn (£103 per m²), and even above the national average (£150 per m²).

Distribution of Retail Premises (2012)						
Area	Number of Units (Floorspace, sqm)					
	Retail Units	Floorspace (thousands m ²)	Rank	Economically Active People	Retail space per head (m ² /ppi)	Rank
King's Lynn and West Norfolk	1,360	323	2	69,800	4.62	4
Breckland	960	211	5	65,900	3.20	7
North Norfolk	1,350	212	4	45,100	4.70	3
Broadland	600	159	9	67,000	2.37	11
South Norfolk	790	177	6	64,600	2.74	9

Distribution of Retail Premises (2012)						
Area	Number of Units (Floorspace, sqm)					
	Retail Units	Floorspace (thousands m ²)	Rank	Economically Active People	Retail space per head (m ² /ppl)	Rank
Forest Heath	530	106	10	33,800	3.14	8
East Cambridgeshire	460	83	11	50,500	1.64	12
Huntingdonshire	1,060	244	3	90,000	2.71	10
Fenland	910	171	8	50,500	3.39	6
Peterborough	1,470	514	1	98,500	5.22	2
South Holland	780	174	7	45,700	3.81	5
Boston	610	174	7	31,200	5.58	1
Norfolk	8,370	1,940	N/A	432,200	4.49	N/A
Suffolk	6,430	1,546	N/A	368,500	4.24	N/A
Cambridgeshire	4,310	1,051	N/A	347,300	3.03	N/A
East of England	48,560	11,661	N/A	3,180,000	3.67	N/A
England	527,860	111,198	N/A	28,550,000	3.89	N/A

Source: Valuation Office

The table shows that King's Lynn and West Norfolk has more retail floorspace (1,360,000m²) than all but one (Peterborough, 1,470,000m²) of the surrounding districts. This is indicative of Norfolk as whole; the county has 8,370 units, 23.2% more than Suffolk and 51.5% more than Cambridgeshire.

By considering this data alongside the number of economically active residents in each district, we can identify how much retail space each district has per capita. With this in mind, the Borough's 4.62m² per person ranks 4th out of the 12 districts and is higher than the average figures for Norfolk (4.49m² per person) and England (3.89m² per person).

Furthermore, the rateable value of retail premises in King's Lynn and West Norfolk (£103 per m²) is lower than 6 of the 12 surrounding districts. Norfolk more broadly suffers from lower retail rateable values (£117 per m²) than the East of England (£145 per m²) and England (£150 per m²).

Retail Rateable Value				
	Units	Rateable Value (£Millions)	RV per sqm (£/sqm)	Rank (RV per sqm)
King's Lynn and West Norfolk	1,360	33	103	7
Breckland	960	22	105	6
North Norfolk	1,350	20	97	8
Broadland	600	20	124	3
South Norfolk	790	20	115	4
Forest Heath	530	14	128	2
East Cambridgeshire	460	9	111	5
Huntingdonshire	1,060	31	128	2
Fenland	910	16	94	9
Peterborough	1,470	75	146	1

Retail Rateable Value				
	Units	Rateable Value (£Millions)	RV per sqm (£/sqm)	Rank (RV per sqm)
South Holland	780	14	82	11
Boston	610	15	86	10
Norfolk	8,370	226	117	N/A
Suffolk	6,430	177	114	N/A
Cambridgeshire	4,310	172	164	N/A
East of England	48,560	1,693	145	N/A
England	527,860	16,666	150	N/A

Source: Valuation Office

A full list of retail premises in Hunstanton can be found in the Appendix.

7.4 Supply of Light Industrial Units in Hunstanton

Light industrial units can be defined as workshops, storage depots, stores and sorting offices when considering data from the Business Valuation Office. With this in mind, Hunstanton has 34 light industrial units, ranging in size from 35m² to 1,015.4m²; the average size is 207.63m² and the average price per m² is £46.50. The average rateable value is £5,958.

In comparison, King's Lynn and West Norfolk has 970 industrial units with an average size of 111.24m² with an average rateable value of £25 per m². The table below details the total industrial floorspace in the surrounding districts and identifies how much industrial space per person is registered in each district. King's Lynn and West Norfolk ranks 6th out of 12 districts with 15.49m² of industrial space per person. This figure is much higher than that for England (10.68m² per person) and is indicative of the higher than average proportion of residents employed in the manufacturing sectors.

Distribution of Industrial Premises (2012)						
Area	Number of Units (Floorspace, sqm)					
	Industrial Units	Floorspace (thousands sqm)	Rank	Economically Active People	Industrial space per head (sqm/pp)	Rank
King's Lynn and West Norfolk	970	1,079	3	69,800	15.49	6
Breckland	1,450	1,048	4	65,900	15.90	5
North Norfolk	970	447	11	45,100	9.91	9
Broadland	1,130	628	8	67,000	9.37	11
South Norfolk	1,030	540	9	64,600	8.36	12
Forest Heath	570	420	12	33,800	12.40	8
East Cambridgeshire	610	475	10	50,500	9.41	10
Huntingdonshire	1,600	1,362	2	90,000	15.13	7
Fenland	940	958	5	50,500	18.97	3
Peterborough	1,610	1,784	1	98,500	18.11	4
South Holland	800	888	6	45,700	19.43	2

Distribution of Industrial Premises (2012)						
Area	Number of Units (Floorspace, sqm)					
	Industrial Units	Floorspace (thousands sqm)	Rank	Economically Active People	Industrial space per head (sqm/ppl)	Rank
Boston	630	640	7	31,200	20.51	1
Norfolk	8,100	5,126	N/A	432,200	11.86	N/A
Suffolk	6,720	4,955	N/A	368,500	13.45	N/A
Cambridgeshire	4,910	3,960	N/A	347,300	11.40	N/A
East of England	48,600	33,299	N/A	3,180,000	10.47	N/A
England	424,910	304,853	N/A	28,550,000	10.68	N/A

Source: Valuation Office

The table also emphasises the abundance of industrial premises in the county; Norfolk has 8,100 industrial units, 17.0% more than Suffolk and nearly 40% more than Cambridgeshire.

Additional data referring to the rateable value of industrial premises registered in King's Lynn and West Norfolk shows that the town is indicative of the wider Norfolk County (£25 and £28 per m² respectively). However, somewhat surprisingly, the regional East of England average (£42 per m²) does not fit with this assertion and is substantially higher than even the national average (£37 per m²).

Industrial Rateable Value				
	Units	Rateable Value (£Millions)	RV per sqm (£/sqm)	Rank (RV per sqm)
King's Lynn and West Norfolk	970	27	25	8
Breckland	1,450	27	26	7
North Norfolk	970	11	24	9
Broadland	1,130	21	33	3
South Norfolk	1,030	16	29	5
Forest Heath	570	13	30	4
East Cambridgeshire	610	16	33	3
Huntingdonshire	1,600	54	40	1
Fenland	940	26	28	6
Peterborough	1,610	61	34	2
South Holland	800	23	26	7
Boston	630	15	24	9
Norfolk	8,100	145	28	N/A
Suffolk	6,720	144	29	N/A
Cambridgeshire	4,910	154	39	N/A
East of England	48,600	1,411	42	N/A
England	424,910	11,279	37	N/A

Source: Valuation Office

A full list of industrial premises in Hunstanton can be found in the Appendix.

Summary of Supply Audit

- The Borough has considerably more retail (1,360) and industrial (970) units than offices (440).
- King's Lynn and West Norfolk is poorly served in terms of the provision of office premises. The figure for the Borough (1.00m² per person) is less than one-third of the national average (3.13m²).
- The borough has higher rates of retail premises (4.62m² per person compared with 3.89m² nationally) and, in particular, industrial premises (15.49m² per person compared with 10.68m² nationally).
- The average rateable values for retail, office and industrial premises are considerably lower than the regional and national averages. However, the correlating statistics for Hunstanton suggest that the town commands much higher rates per m² than the Borough, indicative of either, or both, a lack of supply, and an increasing need.

8.0 Conclusions

The key findings of the study can be summarised as follows:

- There is a strong policy support for business growth and start up and to strengthen the role of Hunstanton as a service centre and to benefit from the growth of King's Lynn.
- The Borough has considerably more retail and industrial units than offices.
- King's Lynn and West Norfolk is poorly served in terms of the provision of office premises. The figure for the Borough (1.00m² per person) is less than one-third of the national average (3.13m²).
- The Borough has a shortfall of enterprises in the industry sectors most likely to utilise managed workspace type facilities.
- Those working the professional, financial and administrative sectors would be more requiring of desk space, co-working and incubation facilities than others. The analysis indicated a potential market of 635 businesses for this nature of office accommodation and 610 businesses if considering only those with less than 10 employees.
- There is a higher proportion of economically active homeworkers and self-employed people in Hunstanton than most of the surrounding area and this may be a potential market for start-up type units
- There has been a more significant decrease over the last decade in the annual number of business start-ups in Norfolk than the national average. This would suggest that the level of entrepreneurship in the county is not only lower than regional and national averages but that the gap is widening.
- Businesses in King's Lynn and West Norfolk have a worse rate of survival over five years than in Norfolk
- 31% of businesses that responded to the questionnaire stated that their current accommodation doesn't meet their needs and 70% of businesses expect to grow over the next five years.
- 31% expect to move to larger premises in the next 5 years
- 32% stated that they struggled to find suitable accommodation in Hunstanton
- Businesses consulted felt the biggest need was for light industrial units, followed by workshops, retail and then office space
- The supply audit identified that there is very limited supply of office accommodation in Hunstanton and the feedback from the stakeholder consultation suggested it is generally of low quality
- Many of the businesses consulted stated that they struggled to find suitable accommodation in Hunstanton
- Whilst there was limited response from businesses looking for this type of accommodation in the consultation, it is considered that there is likely to be latent demand for flexible start-up office accommodation, particularly for start-up and smaller businesses. The complete lack of availability of space of this nature in the town potentially limits responses from businesses that might benefit from this space.
- It is considered that there is insufficient demand to support a true managed workspace or incubation facility. Experience suggests that such a facility needs a critical mass of around 24,000 square ft to be sustainable and there would be not be the market in Hunstanton to support such a facility.
- However, there is likely to be sufficient demand for some form of flexible start up / small office units that could perhaps be dual managed with the King's Lynn Innovation Centre to provide economies of scale
- It is also considered that there is demand for light industrial / workshop units

- The Council may wish to consider some form of mixed use development with office and light industrial units with flexible offices for say 10-15 businesses and light industrial units for around 10 businesses
- It is considered that around 10,000-15,000 square ft of accommodation could be supported with supported provided through a dual management arrangement
- A wider network of businesses could be supported through virtual membership of a facility or a membership scheme where businesses can access the business support and events through payment of an annual membership fee.

Appendix 1

Retail Premises in Hunstanton

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
20, Austin Street, Hunstanton, Norfolk, PE36 6AL	Hairdressing salon and premises	67.5	£110	£3,200
20 Harlequin House, Beach Terrace Road, Hunstanton, Norfolk, PE36 5BQ	Shop and premises	259.3	£110	£17,000
Tubbies Takeaway, Beach Terrace Road, Hunstanton, Norfolk, PE36 5BQ	Kiosk and premises	17.7	£395	£6,900
19 Harlequin House, Beach Terrace Road, Hunstanton, Norfolk, PE36 5BQ	Shop and premises	147.4	£150	£14,500
Unit 3, Beach Terrace Road, Hunstanton, Norfolk, PE36 5BQ	Shop and premises	107.8	£175	£10,500
Unit 2, Chapel Lane, Hunstanton, Norfolk, PE36 5HN	Showroom and premises	219	£35	£6,100
Owens Diy, Chapel Lane, Hunstanton, Norfolk, PE36 5HN	Shop and premises	157	£35	£4,550
44, Church Street, Hunstanton, Norfolk, PE36 5HD	Shop and premises	93.14	£110	£4,700
1 A, Crescent Road, Hunstanton, Norfolk, PE36 5BU	Showroom and premises	140.6	£80	£5,600
9 A, Cromer Road, Hunstanton, Norfolk, PE36 6BZ	Shop and premises	42	£100	£2,950
Le Strange Old Barns, Golf Course Road, Old Hunstanton, Hunstanton, Norfolk, PE36 6JG	Shop and premises	181.4	£80	£4,300
Promenade Level at The Pier Entertainment Centre, The Green, Hunstanton, Norfolk, PE36 5AH	Shop and premises	265.9	£80	£20,250
5, The Green, Hunstanton, Norfolk, PE36 6BL	Shop and premises	21.4	£220	£5,100
6, The Green, Hunstanton, Norfolk, PE36 6BL	Shop and premises	72.7	£220	£8,900

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
15, The Green, Hunstanton, Norfolk, PE36 5AH	Shop and premises	144.5	£200	£18,500
17, The Green, Hunstanton, Norfolk, PE36 5AH	Shop and premises	507.48	£85	£35,500
7, The Green, Hunstanton, Norfolk, PE36 6BL	Shop and premises	64.4	£220	£9,100
19 B, The Green, Hunstanton, Norfolk, PE36 5AH	Shop and premises	61.7	£200	£12,000
Annexe Town Hall 2, The Green, Hunstanton, Norfolk, PE36 6BQ	Hairdressing salon and premises	57.1	£85	£5,000
National Westminster Bank P L C, Northgate, Hunstanton, Norfolk, PE36 6BB	Bank and premises	209.2	£180	£11,750
I N Wolfe 6, Greevegate, Hunstanton, Norfolk, PE36 6BJ	Shop and premises	89.72	£200	£9,100
Candy N Cream 6, Greevegate, Hunstanton, Norfolk, PE36 6BJ	Shop and premises	72.1	£200	£9,800
14, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	48.7	£225	£7,800
29, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	110.3	£205	£14,250
16, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	137.2	£225	£12,250
12, Greevegate, Hunstanton, Norfolk, PE36 6AF	Shop and premises	63.95	£200	£10,500
18, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	122.6	£150	£7,700
22, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	132.55	£150	£8,900

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
24 -26, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	188.7	£150	£11,750
28 -30, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	95.6	£150	£8,800
32, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	25.2	£150	£3,700
34, Greevegate, Hunstanton, Norfolk, PE36 6AG	Shop and premises	146.8	£110	£6,400
20, Greevegate, Hunstanton, Norfolk, PE36 6AA	Shop and premises	233.7	£150	£16,000
1 -5, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	190.83	£290	£30,750
7, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	53.68	£290	£12,000
9, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	25.6	£290	£6,200
15, High Street, Hunstanton, Norfolk, PE36 5AB	Betting shop and premises	106	£290	£16,750
17, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	114.7	£290	£18,000
19, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	341.8	£290	£30,500
25, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	48.8	£290	£11,000
27, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	53.58	£290	£10,500
6 A, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	108.96	£290	£15,000

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
8 -16, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	1,256.24	£290	£71,500
18, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	71.6	£290	£13,250
20, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	68.4	£290	£12,250
22, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	102.5	£290	£12,500
24 B, High Street, Hunstanton, Norfolk, PE36 5AF	Hairdressing salon and premises	40.5	£185	£5,800
24, High Street, Hunstanton, Norfolk, PE36 5AF	Betting shop and premises	65.4	£290	£16,750
28, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	173	£290	£16,500
30, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	58.1	£290	£8,800
32, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	50.34	£290	£8,700
34, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	205.08	£290	£20,000
36, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	85.39	£290	£11,000
40, High Street, Hunstanton, Norfolk, PE36 5AF	Shop and premises	145.74	£225	£12,000
42, High Street, Hunstanton, Norfolk, PE36 5AF	Bank and premises	311.9	£225	£25,500
23, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	76	£290	£9,500

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
21, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	263.6	£290	£31,750
4, High Street, Hunstanton, Norfolk, PE36 5AB	Shop and premises	26.02	£290	£7,100
Fat Birds 12, Kings Lynn Road, Hunstanton, Norfolk, PE36 5HS	Shop and premises	266.6	£67	£15,750
12, The Green, Hunstanton, Norfolk, PE36 6BL	Shop and premises	72.2	£220	£11,750
11, The Green, Hunstanton, Norfolk, PE36 6BL	Shop and premises	72.6	£220	£11,750
10, The Green, Hunstanton, Norfolk, PE36 6BL	Shop and premises	91.8	£220	£13,000
5 -7, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	102.7	£125	£8,700
4, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	126.6	£175	£10,000
8, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	45.8	£175	£8,800
14, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	32.2	£175	£3,900
24, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	15.4	£175	£3,350
28, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	50.1	£175	£6,100
9, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	43	£200	£6,000
10 -11, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	102.2	£200	£14,000
2 -4, Harlequin House, Le Strange Terrace,	Shop and premises	113.52	£200	£16,500

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
Hunstanton, Norfolk, PE36 5AJ				
5 -6, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	134.68	£200	£17,000
1, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Amusement arcade and premises	66.23	£200	£11,000
7, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	39	£200	£5,800
8, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	42.3	£200	£5,900
12, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	38.8	£200	£5,400
13, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	39	£200	£5,400
14 -15, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	62.5	£200	£9,000
Pretoria Warehousing Co Ltd, Harlequin House, Le Strange Terrace, Hunstanton, Norfolk, PE36 5AJ	Shop and premises	235.2	£73	£16,750
1, Northgate Precinct, Hunstanton, Norfolk, PE36 6EA	Shop and premises	524.4	£125	£18,750
2 /4, Northgate Precinct, Hunstanton, Norfolk, PE36 6EA	Shop and premises	181.3	£125	£16,250

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
China Garden House 5, Northgate Precinct, Hunstanton, Norfolk, PE36 6EA	Shop and premises	63.3	£115	£6,100
Bake and Brew 6, Northgate Precinct, Hunstanton, Norfolk, PE36 6EA	Shop and premises	65.4	£115	£5,500
Irene 7, Northgate Precinct, Hunstanton, Norfolk, PE36 6EA	Shop and premises	63.5	£115	£5,300
4, Northgate, Hunstanton, Norfolk, PE36 6BA	Shop and premises	51.35	£180	£6,400
38, Old Hunstanton Road, Old Hunstanton, Hunstanton, Norfolk, PE36 6HS	Shop and premises	64.11	£80	£4,450
28, St Edmunds Avenue, Hunstanton, Norfolk, PE36 6BW	Shop and premises	47.3	£80	£2,550
4, St Edmunds Terrace, Hunstanton, Norfolk, PE36 5EH	Shop and premises	78	£200	£9,200
2, St Edmunds Terrace, Hunstanton, Norfolk, PE36 5EH	Shop and premises	252.8	£200	£18,750
6, St Edmunds Terrace, Hunstanton, Norfolk, PE36 5EH	Shop and premises	32.2	£200	£4,550
Shops 3 & 4, South Promenade, Hunstanton, Norfolk, PE36 5BF	Shop and premises	81.3	£150	£11,250
Shops 1 & 2, South Promenade, Hunstanton, Norfolk, PE36 5BF	Shop and premises	78.7	£150	£10,250
5 -7, Marine Arcade, Sea Front, Hunstanton, Norfolk, PE36 6LG	Shop and premises	116.4	£170	£16,250
10, Sea Lane, Old Hunstanton, Hunstanton, Norfolk, PE36 6JN	Shop and premises	40.6	£50	£1,900

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
Fish Chips and More, Seagate Road, Hunstanton, Norfolk, PE36 5BD	Shop and premises	81.1	£140	£9,400
Unit 2 Vegas Amusement Arcade, South Beach Road, Hunstanton, Norfolk, PE36 5BA	Shop and premises	147.6	£120	£11,750
Tesco, Southend Road, Hunstanton, Norfolk, PE36 5AR	Superstore and premises	2,740	£175	£505,000
Brian Foster Ltd, Valentine Road, Hunstanton, Norfolk, PE36 5HG	Shop and premises	72.4	£165	£13,500
70 B, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	48.6	£200	£7,900
92, Westgate, Hunstanton, Norfolk, PE36 5EP	Hairdressing salon and premises	57.83	£225	£8,400
1, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	92.1	£30	£2,700
91, Westgate, Hunstanton, Norfolk, PE36 5EP	Barbers shop and premises	21.9	£170	£3,200
93 & 95, Westgate, Hunstanton, Norfolk, PE36 5EP	Veterinary practice and premises	101.57	£225	£18,500
11, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	43.7	£110	£3,250
63 /65, Westgate, Hunstanton, Norfolk, PE36 5EP	Shop and premises	66.6	£210	£9,000
73, Westgate, Hunstanton, Norfolk, PE36 5EP	Beauty salon and premises	96.5	£170	£7,500
77, Westgate, Hunstanton, Norfolk, PE36 5EP	Shop and premises	54.7	£170	£7,500
79, Westgate, Hunstanton, Norfolk, PE36 5EP	Shop and premises	90.3	£170	£9,400
Anglers Corner 22, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	35.8	£115	£3,350

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
Paint Me Ceramics 22, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	136.3	£115	£5,500
10, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	62.23	£105	£3,300
20 A, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	33.2	£115	£2,750
20, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	47.26	£115	£2,950
34, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	56.1	£115	£3,800
36, Westgate, Hunstanton, Norfolk, PE36 5AL	Shop and premises	53.2	£115	£4,000
44 -46, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	158.3	£200	£18,250
48, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	283.2	£200	£20,250
56, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	43.8	£200	£7,100
60, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	116.7	£200	£12,750
68, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	22.2	£200	£4,250
94 A, Westgate, Hunstanton, Norfolk, PE36 5EP	Shop and premises	84.7	£225	£9,700
58, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	87.6	£200	£10,500
Mobility 2000 Ltd 50, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	54.17	£200	£7,300
66, Westgate, Hunstanton, Norfolk, PE36 5EL	Shop and premises	26.5	£200	£4,950
Sainsburys Supermarket Ltd, Westgate, Hunstanton, Norfolk, PE36 5EP	Shop and premises	1,283.50	£135	£173,000
85 A, Westgate, Hunstanton, Norfolk, PE36 5EP	Shop and premises	30.1	£170	£4,550

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m ²	Price per m ² /unit	Current rateable value
2 -4, York Avenue, Hunstanton, Norfolk, PE36 6BU	Shop and premises	147.7	£100	£10,750
Phoenix Stoves High Road Farm, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LR	Shop and premises	36.6	£35	£1,150
Joyful Living, Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop and premises	79.46	£105	£8,300
Nelle, Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop and premises	79.46	£105	£8,300
Drove Orchard Farm Shop, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop and premises	73.5	£95	£7,100
Gurneys Fish Box, Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop and premises	24.8	£40	£990
Doric Arts, Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop, gallery and premises	212.75	£27.50	£5,700
Green & Pleasant, Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop	8.9	£105	£930
41, High Street, Ringstead, Hunstanton, Norfolk, PE36 5JU	Shop and premises	84.6	£95	£5,000
Thornham Deli, High Street, Thornham, Hunstanton, Norfolk, PE36 6LX	Shop and premises	335.01	£100	£32,250

Retail Premises in Hunstanton (2017)				
Shop and Premises	Description	Total Area m²	Price per m²/unit	Current rateable value
Eric's Fish and Chips Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop and premises	200.55	£95	£16,000
Bells & Whistles, Drove Orchards, Thornham Road, Holme Next The Sea, Hunstanton, Norfolk, PE36 6LS	Shop and premises	30.2	£105	£3,000
The Vanity Box, High Street, Thornham, Hunstanton, Norfolk, PE36 6LY	Shop and premises	23.9	£120	£2,600
Average	139	140.63	£175.00	£15,306

Source: Valuation Office Agency (VOA)