

## REPORT TO CABINET

<b>Open</b>		Would any decisions proposed :		
<b>Any especially affected Wards</b>	Mandatory/	Be entirely within Cabinet's powers to decide	YES	
	Discretionary /	Need to be recommendations to Council	NO	
	Operational	Is it a Key Decision	NO	
Lead Member: Cllr Nick Daubney E-mail: cllr.nick.daubney@west-norfolk.gov.uk		Other Cabinet Members consulted: Cllr Brian Long		
		Other Members consulted:		
Lead Officer: Ostap Paparega E-mail: ostap.paparega@west-norfolk.gov.uk Direct Dial: 01553 616890		Other Officers consulted: Ray Harding, Management Team, Matthew Henry		
Financial Implications NO	Policy/Personnel Implications NO	Statutory Implications NO	Equal Impact Assessment YES/NO If YES: Pre-screening/ Full Assessment	Risk Management Implications NO

Date of meeting: 28<sup>th</sup> February 2017

### **TITLE KING'S LYNN COASTAL COMMUNITY TEAM**

#### **Summary**

King's Lynn has been awarded a Coastal Community Team by Government. The Team's main task is to produce an Economic Plan for King's Lynn. This report outlines the key steps

#### **Recommendation**

It is recommended that Cabinet:

1. Accepts the Coastal Community Team Award for King's Lynn
2. Approves the Coastal Community Team's proposed membership
3. Delegates authority to the Executive Director for Commercial Services and the Regeneration, Heritage and Economic Development Manager in consultation with the Cabinet Member for Systems and Economic Development to form the Coastal Community Team and prepare the Economic plan for King's Lynn
4. Receives the Economic Plan for endorsement.

#### **Reason for Decision**

This proposal meets the following corporate priorities, as stated in the Corporate Business Plan 2015/16-2019/20:

Priority 2: Drive local economic and housing growth

- 4. We will support new and existing businesses to help them thrive
- 6. We will support activity that helps drive up the skills levels of local people

Priority 4: Celebrate our local heritage and culture

- 11. We will support the improvement of our built heritage, drawing in third-party funding wherever possible
- 12. We will support leisure and tourism within the borough

## **Background**

1. In September 2016, the Borough Council has submitted a bid for a Coastal Community Team for King's Lynn.

*What is a Coastal Community Team?*

2. 'A Coastal Community Team is a local partnership consisting of the local authority and a range of people and business interests from a coastal community who have an understanding of the issues facing that area and can develop an effective forward strategy for that place. The Team should include a range of local stakeholders and have broad support.'<sup>1</sup>
3. The main task of Coastal Community Teams is to produce an Economic Plan for their areas that captures relevant local economic information and assists the Teams in focusing on the key economic issues facing the coastal area that the Team covers.
4. The Government will provide £10,000 per Coastal Community Team to assist them in developing the Economic Plan. The funding can be spent on undertaking research, consultation and any other activities that would assist the Team in developing the Economic Plan.
5. Appendix 1 includes the Economic Plan template, although Coastal Community Teams have discretion in amending the template as appropriate.

## **King's Lynn Renaissance – Coastal Community Team proposal**

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<sup>1</sup> <http://www.coastalcommunities.co.uk/coastal-community-teams/>

6. The King's Lynn Coastal Community Team proposal offers an unique opportunity to bring under one umbrella key representatives of business organisations, public agencies and representatives of major employers in the area. It provides a new platform that will facilitate and improve collaboration and coordination across public and private sector initiatives as well as between key sectors in the local economy.
7. The Team will bring under one coordination representatives of the West Norfolk Chamber of Commerce, the Federation of Small Businesses, King's Lynn Town Centre Partnership/Business Improvement District, the West Norfolk Tourism Forum (Destination Management Organisation), King's Lynn ABP Port, Greater Cambridge Greater Peterborough LEP and New Anglia LEP, the newly launched University Centre West Anglia, King's Lynn Innovation Centre and a number of local business leaders.
8. The Team will commission a Employer and Business Needs Survey, which will provide the evidence base necessary to develop the Economic Plan
9. The Borough Council has been granted 'in-principle' Heritage Action Zone (HAZ) status. The Coastal Community Team will work closely with the HAZ Partnership Team to ensure that the CCT Economic Plan is aligned with the HAZ Delivery Plan to maximise the socio-economic and spatial opportunities arising from both initiatives and the synergies between the two Plans to lever in additional private and public investment in King's Lynn.
10. The Economic Plan must be published by 31 March 2017.

### **Options considered**

#### Option 1 – submit a King's Lynn proposal

11. The main reason of submitting a King's Lynn proposal is the town's key role as a sub-regional employment and economic centre. The CCT would ensure closer involvement of the business community and key local employers in developing an Economic Plan that would aim to strengthen King's Lynn as a location that is more competitive economically and more attractive socially

#### Option 2 – Submit a proposal for a different coastal area within West Norfolk

12. Hunstanton already has a Coastal Community Team, so this option has been discounted, and given King's Lynn's sub-regional role, other areas too have been discounted.

#### Option 3 – Do nothing

13. This option has been discounted on the basis that having a Coastal Community Team would present new opportunities and benefits that would enable the Borough Council to attract additional resources to stimulate local economic growth through the Coastal Community Fund and Coastal Revival Fund.

#### *Preferred option*

14. Given King's Lynn significant economic and employment role, the Borough Council has submitted an application for a Coastal Community Team in King's Lynn.

*Next steps*

15. Coastal Community Team formed – by 10<sup>th</sup> March 2017
16. Employer and Business Needs Survey – by 20<sup>th</sup> March
17. Economic Plan completed – by 31 March 2017

**Policy Implications**

This proposal meets the Corporate Business Plan's strategic priorities of driving local economic and housing growth and celebrating our local heritage and culture.

**Financial Implications**

No implications.

**Personnel Implications**

No implications

**Statutory Considerations**

No statutory implications.

**Equality Impact Assessment (EIA)**

(Pre screening report template attached)

**Risk Management Implications**

No implications

**Declarations of Interest / Dispensations Granted**