

## APPENDIX 1: UKSPF Continuation Projects: Monitoring and Evaluation Summaries as at the end of Quarter 2 2023/24

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### The Place Pop Up Shop and Business Hub

|   |                   |
|---|-------------------|
| UKSPF Grant award 2022/23               | £1,063.95         |
| UKSPF Grant award 2023/24               | £31,049.20        |
| <b>UKSPF Grant request 2024/25</b>      | <b>£37,764.00</b> |
| <b>Total project request from UKSPF</b> | <b>£69,877.15</b> |

#### What support do businesses / individuals receive when they hire The Place?

Every business receives 1:1 support from the minute they enquire about making a booking. The amount of time spent with a business will vary on need / personality / experience but often entails providing information and suggestions about hire options via email or face to face. On their first visit we will help the business to set up and will make suggestions about layout and display. This discussion usually leads to signposting the business on to other businesses in King's Lynn for marketing and branding advice, including design and printing. As we get to know the business, we will continue to refer them to others for advice / information, for example to an accountant to talk about business structures, or solicitors for legal advice. We will make suggestions about their social media presence, and how they can get more from being at The Place.

We refer some clients onto the BIPC, as well as to Menta / NWES. At least 2 businesses have engaged in a BIPC programme.

Support is on-going, even for those businesses who have been using The Place regularly over the last 12 months. Most recently we arranged for an experienced retail manager in the town centre to talk to businesses about visual merchandising and how to improve and change the display and layout of their products to gain more sales.

#### The Place Quarter 1 23/24: Achievements

We have re-launched The Place and have been preparing new publicity materials include a short film and clips that will be used next quarter on social media, including TikTok. We hope this form of media will have a greater impact and reach, particularly to young entrepreneurs.

We have seen a steady stream of inquiries, in particular in response to some social media posts. Conversion of inquiries could be stronger and we will look into this as we move into the next quarter.

9 Events hosted. We have seen an increase in the demand for use by community related events, these include awareness raising campaigns (Lily), activities to encourage engagement and participation (KL Town Band, Tapping Hospice, Police, NHS) and free, family friendly events. We have more coming up in the next quarter relating to KL Festival, Pride, summer holiday activities and a roadshow on behalf of Anglian Water.

We have hosted a regular pop up on a Thursday, with new traders joining for some sessions, we also support a regular sewing class on a Tuesday evening.

In April we hosted a free TikTok workshop for local businesses.

### Quarter 2 23/24: Achievements

We have hosted a number of events during this quarter, notably a series of free, family activities over the summer holidays which attracted large numbers of children and adults. Pop up usage has increased, as have level of enquiries for use as a pop up as well as hot desking. There seems to be a preference amongst hirers to share the space with others, rather than hire the space to create their own pop up. We think this has a lot to do with confidence, and the desire to connect and collaborate. For example we have started to host a regular group of businesses one day a week.

### Quarter 3 23/24: Plans

We will continue to do more of the same, increasing our marketing and social media to attract new users. We anticipate a busier quarter as the period leads up to Christmas.

### THE PLACE OUTPUTS & OUTCOMES 23-24 as at 30 Sep 23

| Number of enterprises receiving non-financial support |    |    |    |    | Number of local events or activities supported |    |    |    |    | Number of potential entrepreneurs provided assistance to be enterprise ready |    |    |    |    |
|---|----|----|----|----|--|----|----|----|----|--|----|----|----|----|
| Target 23-24  | Q1 | Q2 | Q3 | Q4 | Target 23-24                                   | Q1 | Q2 | Q3 | Q4 | Target 23-24   | Q1 | Q2 | Q3 | Q4 |
| 79  | 35 | 13 |    |    | 2  | 9  | 3  |    |    | 10   | 2  | 4  |    |    |
| Increased number of enterprises supported             |    |    |    |    | Number of People Reached                       |    |    |    |    |  |    |    |    |    |
| Target 23-24  | Q1 | Q2 | Q3 | Q4 | Target 23-24                                   | Q1 | Q2 | Q3 | Q4 |  |    |    |    |    |
| 40  | 7  | 9  |    |    | 0  |    | 22 |    |    |  |    |    |    |    |

Note: Q1 achievements include outputs and outcomes recorded for March 2023.

### How The Place defines / counts / records outcomes

Entrepreneurs: All hirers are asked to complete a booking form which requests information about their business or business idea, we ask whether they are registered as business or sole trader. Where they state that they are not registered, we count this individual as a potential entrepreneur.

An increase in number of enterprises supported: This outcome relates to new bookings, i.e. when a business who has not used The Place before follows through with a booking. They will be registered as a business, rather than being identified as an entrepreneur / not yet registered. We know that they are new to us as each business / individual completes a booking form and provides us with proof of their public liability insurance. We have counted new bookings, as businesses new to The Place from the start of our SPF grant in March 2023.

## The Place Project proposal for 2024/25

To continue to provide a multi-purpose, accessible and flexible space that can be used to deliver an accessible, affordable and attractive space to hire for small businesses and entrepreneurs to promote and sell their services and products.

To provide users of the space with support and guidance, signposting them to appropriate business support services, local business services and, where appropriate create learning and development opportunities within The Place for them to access.

Provide hot desking, collaborative opportunities and meeting space for sole traders, home workers, visiting business people, charities, groups and businesses within the Borough of King's Lynn and West Norfolk.

Host events and activities that animate the town, promote public information messages, and encourage engagement and community spirit.

Creation of a part time post which will be 50% funded by King's Lynn BID. This post is essential to provide more, and more consistent support to users, whichever outcome they fall into. This will include organising more sessions with people who have skills and experience in relevant areas, like visual merchandising, or digital marketing, customer service etc. This would also facilitate capacity to be more proactive and follow up discussions with CWA and Springwood to get young entrepreneurs to use the space.

Currently The Place is run on a very minimal budget with admin and maintenance often picked up outside working hours. This post would give extra capacity to do more and better.

| Whole project expenditure: (please list items) | 2022/23         | 2023/24          | 2024/25 Proposed |                   |
|--|-----------------|------------------|------------------|-------------------|
|  | REVENUE         | REVENUE          | REVENUE          | TOTAL             |
| Energy costs                                   | 900.00          | 12500.00         | 12,000           | £13,400.00        |
| Broadband                                      | 43.95           | 601.20           | 661              | £645.15           |
| Display screen rental                          | 87.00           | 1044.00          | 1148.5           | £1,131.00         |
| Sanitary bin supply                            | 13.00           | 156.00           | 172              | £169.00           |
| window cleaning                                | 10.00           | 120.00           | 120              | £130.00           |
| cleaning materials                             | 10.00           | 270.00           | 270              | £280.00           |
| waste recycling contract                       | 0.00            | 612.00           | 612              | £612.00           |
| marketing for launch                           | 0.00            | 500.00           |                  | £500.00           |
| insurance                                      | 0.00            | 1391.00          |                  | £1,391.00         |
| marketing                                      | 0.00            | 1900.00          | 2000             | £1,900.00         |
| maintenance and servicing                      | 0.00            | 700.00           | 1500             | £700.00           |
| licences                                       | 0.00            | 255.00           | 280              | £255.00           |
| rent   | 0.00            | 11000.00         | 15,000           | £11,000.00        |
| Business Support Assistant                     |                 |                  | 4,000            |                   |
| <b>TOTAL REVENUE COST</b>                      | <b>1,063.95</b> | <b>31,049.20</b> | <b>37,764</b>    | <b>£32,113.15</b> |

Business support assistant 16hr pw post: match funded by KL BID £8,000 against a total projected post cost of £12,000

## THE PLACE OUTPUTS & OUTCOMES FORECAST 24-25

|  |     |
|--|-----|
| Number of local events or activities supported                               | 20  |
| Number of organisations receiving non-financial support                      | 100 |
| Number of potential entrepreneurs provided assistance to be enterprise ready | 15  |
| Number of people reached   | 40  |

### Go Digital

|   |                   |
|---|-------------------|
| UKSPF Grant award 2022/23               | £19,312.50        |
| UKSPF Grant award 2023/24               | £37,000           |
| <b>UKSPF Grant request 2024/25</b>      | <b>£18,500</b>    |
| <b>Total project request from UKSPF</b> | <b>£74,812.50</b> |

**Note:** 2024/25 budget will be match funded with £18,500 from Norfolk County Council

#### Go Digital funding programme

Free digital business support available for small and medium sized businesses in Norfolk to learn how to better use digital tools to identify business opportunities and help businesses to grow.

Business owners and managers can apply and will be matched with a digital adviser and get expert advice on:

- How to best sell your products online
- How to use social media to reach new customers
- How to attract new visitors to your website
- How different digital tools can benefit your business
- The best homeworking options for your team
- Your adviser will do a complete digital audit of your business and produce a comprehensive report with findings and recommendations.

Business owners and managers can also apply for a grant of up to £500 to help implement a digital action plan. Applications are on a first come first served basis.

#### Go Digital OUTPUTS & OUTCOMES 23-24 as at 30 Sep 23

| Number of enterprises receiving non-financial support |    |    |    |    | Number of organisations receiving grants |    |    |    |    |
|---|----|----|----|----|--|----|----|----|----|
| Target 23-24  | Q1 | Q2 | Q3 | Q4 | Target 23-24                             | Q1 | Q2 | Q3 | Q4 |
| 65  | 16 | 9  |    |    | 56                                       | 6  | 6  |    |    |

Notes: 2022/23 targets are included within 2023/24, Q1 achievements include outputs and outcomes recorded for March 2023.

#### Go Digital OUTPUTS & OUTCOMES FORECAST 24-25

| Number of enterprises receiving non-financial support |  | Number of organisations receiving grants |  |
|---|--|--|--|
| Target 24-25  |  | Target 24-25                             |  |
| 40  |  | 36                                       |  |

Notes: 2024/25 targets include match funding of £18,500 from Norfolk County Council.

# Go Digital Project Performance Dashboard For KLWN



## KLWN

2022/23 | 2023/24

|               |    |    |
|---------------|----|----|
| Advice Spaces | 25 | 20 |
| Grant Spaces  | 20 | 18 |

### Advice Stage Progress

|                  |               |               |
|------------------|---------------|---------------|
| GOL's Sent       | 25            | 20            |
| Complete         | 20            | 5             |
| Work in Progress | 5             | 15            |
| Spaces Left      | 0             | 0             |
| Budget Spend     | £9000 / £9000 | £4950 / £9000 |

### Grant Stage Progress

|                  |                   |                |
|------------------|-------------------|----------------|
| Complete         | 9                 | 3              |
| Work in Progress | 6                 | 0              |
| Spaces Left      | 5                 | 15             |
| Budget Spend     | £7493.34 / £10000 | £1500 / £10000 |

## **New Anglia Growth Hub**

### **The New Anglia Growth Hub Proposal 2023/24 and 2024/25**

New Anglia LEP, with delivery partners Suffolk Chamber of Commerce and Suffolk County Council, proposes to continue to deliver a range of comprehensive business support services for the Borough Council of King's Lynn and West Norfolk for 2024/25. The Programme of business support delivered for West Norfolk in 2023/24 comprises:

- 1) The New Anglia Growth Hub
- 2) Scale Up New Anglia
- 3) Connected Innovation Programme
- 4) Small Grants scheme

A review of delivery and targeting is due in mid-December 2023, to enable adjustments in service delivery to suit the local need going forwards.

### **Growth Hub with Scale Up**

- A team of business advisors who provide free, fully funded, impartial support and advice for businesses who have been trading for over 12 months.
- Targeted support through one-to-one engagement proactively engaging companies who would benefit from support in high level innovation, productivity programmes, supply chain development and Scale Up – with on-going long-term engagement.
- Provide one to many support, open to all businesses across the LEP area, through a range of events which provide advice on topics all businesses need e.g. net zero, low level innovation, workforce progression, health and wellbeing.
- Support to applicants seeking funding from LEP grant schemes.
- Signpost clients to wider local and national business support interventions including financial programmes.
- Provide 'tailored to district's requirements' access to the LEP's New Anglia CRM System, where business interactions are recorded to facilitate targeted support, and access to reports of business support activity in district areas. The CRM System will provide the required monitoring and reporting for delivery of UKSPF and REPF activity. The CRM is Norfolk and Suffolk's largest business database with over 14,000 interactive business records.
- Provide access to FAME which draws on company house data to allow the interrogation of full scope of business activity on a district level and track it over time. The tool is used for due diligence and complements the CRM.
- Provide business with access to Scale Up New Anglia, a bespoke scheme designed to provide support to accelerate the growth of participant businesses, in order to help boost their growth, turnover and profit.

### **Connected Innovation**

#### **Collaboration**

- Drive collaboration between innovation hubs and clusters, with a focus around cross sector innovation, business support and addressing key agendas such as clean growth across Suffolk and Norfolk leading to new innovative activity.
- Support the innovation hubs and wider business access wider business and innovation support schemes. E.g. Growth Through Innovation Grant, Innovation Grant Mentoring Project. With the aim to secure innovation investment which in the past has been low.
- Bring together 25 Innovation centres and clusters from across Norfolk and Suffolk enabling collaboration and knowledge transfer. There is opportunity to grow the network.
- Developing the peer network for all innovation centres and clusters across Norfolk and Suffolk to encourage connectivity and collaboration.
- Provide direct connections and introductions to Innovation support agencies and programmes e.g. UKRI Innovate UK Edge, Catapults, KTN, Innovation Grant Mentoring Programme, universities etc to support local SMEs.

### **Events**

- Deliver an events programme (consisting of 20 events in total across the two years in partnership with the hubs) including challenge led sessions focussed on identifying collaborative opportunities and new technologies to identify solutions. Bringing together businesses, academia and national agencies e.g. Catapults.
- Encourage new pilot project activity leveraging the technology strengths in each local cluster. Encourage and promote new co-working or innovation spaces within local districts to help support start-ups / entrepreneurial ecosystem.

### **Online Portal / Website**

- Provide an on-line portal which will bring together all information on innovation across the region, to house information on innovation programmes, research, funding, investment, events calendar, networking opportunities and case studies. Due to be live Autumn 2023.

### **Growth, Funding and Investment**

- Research and map technologies strengths and capabilities across the hubs and identify opportunities for collaboration and promotion to attract new tenants and inward investors.
- Support businesses with attracting private investment and identifying Government funding support.

### **West Norfolk Specific Activity**

- Specific strategic support to West Norfolk in the development of business cases for innovation and enterprises related business cases. Support cluster development through range of networking events at West Norfolk venues.

## Small Grant Scheme

- Provide capital grants from £2,500 to £25,000 to support business growth, investment in R&D or innovation, and projects that result in improved productivity.
- Support provided at a 25% intervention rate.

## **Outputs and Outcomes**

The following outputs and outcomes will be delivered by the LEP and its partners in King's Lynn and West Norfolk.

|   | <b>2023/24</b> | <b>2024/25</b> | <b>Total</b> |
|---|----------------|----------------|--------------|
| Number of businesses receiving non-financial support  | 75             | 101            | 176          |
| Number of businesses engaged in Scale Up              | 15             | 20             | 35           |
| Indicative hours of support to established businesses | 226            | 302            | 528          |
| Number of jobs created                                | 4              | 5              | 9            |
| Number of grants awarded                              | 9              | 9              | 18           |
| Increased number of enterprises supported             |                |                | 10%          |
| Value of grants awarded (funding from the LEP)        | £75,468        | £89,126        | £164,594     |
| Value of grant private sector match funding           | £226,404       | £267,378       | £493,782     |
| Increased amount of investment                        | £301,872       | £356.504       | £658,376     |

## **THE GROWTH HUB OUTPUTS & OUTCOMES 23-24 as at 30 Sep 23.**

| <b>Number of enterprises receiving non-financial support</b> |           |           |           |           | <b>Number of organisations receiving grants</b> |           |           |           |           | <b>Jobs created as a result of support (fte)</b> |           |           |           |           |
|--|-----------|-----------|-----------|-----------|---|-----------|-----------|-----------|-----------|--|-----------|-----------|-----------|-----------|
| <b>Target 23-24</b>  | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> | <b>Target 23-24</b>                             | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> | <b>Target 23-24</b>                              | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> |
| 75   |           | 30        |           |           | 9   |           |           |           |           | 4  |           |           |           |           |
| <b>Increased number of enterprises supported (Scale Up)</b>  |           |           |           |           | <b>Increased amount of Investment</b>           |           |           |           |           |  |           |           |           |           |
| <b>Target 23-24</b>  | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> | <b>Target 23-24</b>                             | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> |  |           |           |           |           |
| 15   |           |           |           |           | 301,872   |           |           |           |           |  |           |           |           |           |

**Note: Delivery commenced at start of Q2 2023/4**

Through the services provided, West Norfolk businesses will also be able to access, via the Growth Hub, other LEP funded programmes including the Business Transition to Net Zero



fund grant scheme, Growth Through Innovation (GTI) grant scheme, Growing Places Fund loan fund and the New Anglia Capital Angel Investment Fund.

### Business Support Funding Profile: King's Lynn and West Norfolk

| UKSPF              | 23/24    | 24/25    | Total    |
|--------------------|----------|----------|----------|
| West Norfolk UKSPF | £128,220 | £145,312 | £273,532 |
| New Anglia LEP     | £75,468  | £89,126  | £164,594 |
| Total Funding      | £196,584 | £241,542 | £438,126 |

### St George's Guildhall Activity Programme & Events Coordinator

|   |                |
|---|----------------|
| UKSPF Grant award 2022/23               | £5,000         |
| UKSPF Grant award 2023/24               | £30,000        |
| <b>UKSPF Grant request 2024/25</b>      | <b>£30,000</b> |
| <b>Total project request from UKSPF</b> | <b>£65,000</b> |

**Note:** 2023/24 budget match funded with £12,500 from Norfolk & Norwich Festival Bridge

### OUTPUTS & OUTCOMES 23-24 as at 30 Sep 23

| Number of local events or activities supported |    |    |    |    | Number of volunteering opportunities supported |    |    |    |    |
|--|----|----|----|----|--|----|----|----|----|
| Target 23-24                                   | Q1 | Q2 | Q3 | Q4 | Target 23-24                                   | Q1 | Q2 | Q3 | Q4 |
| 15   |    | 12 |    |    | 15   |    | 9  |    |    |
| Increased footfall (numerical value)           |    |    |    |    | Jobs created as a result of support (FTE)      |    |    |    |    |
| Target 23-24                                   | Q1 | Q2 | Q3 | Q4 | Target 23-24                                   | Q1 | Q2 | Q3 | Q4 |
| 500  |    | *  |    |    | 1  |    | 1  |    |    |

12 Events or Activities Supported: 9 School Holiday activities, 1 Art exhibition, 1 Weekend family event (Shakespeare's Birthday Big Bash), Volunteer Talks.

9 Volunteering opportunities supported: Volunteer opportunities at school holiday events.

\* Increased Footfall: We are still compiling this data, however we know our footfall has seen an increase - for example, our numbers at the Heritage Open Day (supported by UKSPF funding) saw an increase of over 1100 people attending the event this year.

1 fte Job created as a result of support: Activities Coordinator employed September 23 for the development and delivery of the Guildhall events activity plan.

## **Evaluation of 9 School Holiday events:**

### **Wednesdays - Family Fun at St George's Guildhall**

Attendance total 191 across 4 events

- 79% of participants scored the sessions at 18/20 or above.
- 39% giving us full marks 20/20.
- 56% had not been to the Guildhall before.
- Social media, mostly Facebook was the most popular way of hearing about the events. Posters and flyers scored the lowest.
- When asked what future events they would like to attend, the most popular were family activity sessions and themed event days. These were closely followed by drama club and family theatre productions.
- The majority of children attended local schools which received the social media advertising tile via email.
- 12% were home-educated and a couple were visiting the area.
- The majority of participants lived in the PE30 – PE34 postcodes.
- All sessions were attended, with the morning sessions being fully booked each Wednesday.

### **Thursdays – Youth workshop session: Play in a Day**

Attendance total 27 across 3 events - Spaces were limited to 10 young people per session.

- 12 new young people joined us in 2023 for Play in a Day, and many of these booked further sessions after attending the first one.
- 1 young person returned from 2022.
- Most participants were from the PE30 – PE32 post code.
- Play for a Day specific evaluations were all positive and the responses consistently said the best part was “performing the play” and they enjoyed “working with new people”, which for many was a new thing.
- The comments about what they would tell their friends were all positive with recommendations that their friends should come and join the sessions; it was fun.
- The final question on the Play in a Day evaluation comments asked for any improvements, with one suggestion: “Maybe have more opportunities to practise the play and receive constructive criticism e.g. to face the audience when speaking”.