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UK Government**

Borough Council of
**King's Lynn &
West Norfolk**



UK Shared Prosperity Funding (UKSPF): King's Lynn and West Norfolk

ROUND 1: FUNDING APPLICATION FORM 2022/23 and 2023/24

This funding application form is to request UKSPF funding for the period April 2022 to March 2024 only. Should your project include the potential to continue to run and deliver additional benefits from the period of April 2024 to March 2025 please include this information within your application where relevant but note that a decision on 2024/25 funding will not be made within this round of applications. Approval of Round 1 funding does not guarantee project continuation funding approval in Round 2.

APPLICANT DETAILS:	
Applicant Organisation:	King's Lynn BID Ltd
Registered Address:	48 King Street, King's Lynn PE30 1HE
Web Address:	www.discoverkingslynn.com
Type of Organisation (Public / Private / VCSE):	Private
Company Registration Number:	10722907
Company Size if Private (micro/small/medium/large):	micro
Charity Registration Number:	n/a
VAT Registration Number:	405050743
PROJECT DETAILS:	
Project title:	The Place, Pop up Shop & Business Hub
Delivery location:	23 New Conduit Street
Delivery Co-ordinator name, title, email & contact number:	Vicky Etheridge, BID manager, vicky@discoverkingslynn.com 07387752226
PROJECT PROPOSAL:	
Please provide an overview of the project proposal, its objectives and proposed benefits. It is important to include reference to evidence of need, target beneficiaries, areas of innovation and the social, environmental and economic benefits of the project both short and long term (500 words max):	
<p>The Place is a repurposed former retail unit in the heart of King's Lynn's shopping centre. It opened in mid April 2022 with funding from the Community Renewal Fund. It's purpose was to provide affordable pop-up space for new and developing businesses, to enable them to test the market, have an opportunity to sell in a bricks and mortar setting and receive business support and advice at the same time. The space was also intended to provide:</p> <ul style="list-style-type: none"> • hot desking and informal meeting facilities for local businesses and / or those visiting the Town for business, • something different and of interest to shoppers and those visiting the town • a space for community organisations and those in the public sector to use to raise awareness of their services and specific campaigns. <p>From April to February 48 businesses have used The Place as a pop up space, all of these businesses registered within the last 2 years. Most of these businesses have had repeat bookings at The Place, with a smaller number using the space on a regular basis, i.e. weekly.</p> <p>9 community / public sector organisations have used the Place for information raising / fund raising campaigns and / or recruitment initiatives.</p> <p>We have hosted 10 different health related events, ranging from mental health awareness to NHS health checks.</p> <p>We have recorded 218 enquiries about hire of The Place, these have included enquires for art exhibitions, U3A courses, community events and craft making sessions. Enquirers are attracted by the central location, proximity to the bus station and easy accessibility.</p> <p>Given the level of enquiries and the demand for use during 9 months of 2022, we think there is a continued need for this service.</p> <p>In addition, The Place provides a central, modern, light and welcoming setting for use by business support services funded by UK SPF. There is the potential for greater effectiveness of these services should they operate from The Place during part of the week.</p>	

As a space for hire by community and creatives, The Place is acting as an important capacity builder for Town Deal projects like The MUCH and Creative Hub / Guildhall project.

Why are you applying for UKSPF investment and how will it add value to this project?

UKSPF will allow us to continue to keep the Place open and offer a service to start-ups, community organisations and other businesses and individuals. Without SPF we would have difficulty in keeping The Place open and would have to increase costs of hire significantly. The likely consequence is that The Place would become prohibitive for start-ups and community organisations and therefore have to close. We also think that The Place offers something different for shoppers and visitors to the town centre and contributes towards the town centre offer as a whole.

Would the project proceed if UKSPF investment is not awarded? If so, please summarise what the project would achieve without UKSPF funding:

No Y/N	It is unlikely that The Place would be remain open if SPF was not awarded due to the costs associated with running and maintaining a premises in a central town centre location.
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What is the relationship and fit of this proposal with other complementary projects?

The provision of pop-up space for new and developing entrepreneurs fits well with WN priorities;

UKSPF Investment Priority: Local Business

E23 Strengthening local entrepreneurial ecosystems

E30: Business support measures to drive employment growth

We can also support the delivery of activities funded under the priorities highlighted below given the nature and location of The Place in the town centre. Furthermore, delivery of skills related training in The Place will further support the entrepreneurs who are working / selling from here. We currently host a Voluntary Norfolk access to employment project one day a week.

UKSPF Investment Priority: COMMUNITIES & PLACE

E6: Local arts, cultural, heritage & creative activities

UKSPF Investment Priority: PEOPLE & SKILLS

E33: Employment support for economically inactive people

E34: Courses including basic, life & career skills

E37: Tailored support for the employed to access courses

PROJECT IMPACT:

Which UKSPF Investment priorities does the project contribute to? (Select most relevant):

Communities and Place	Y
Local Business	Y

With reference to the UKSPF investment priority indicated above, please summarise how the project aligns with the West Norfolk Investment Plan. If the project will also align with a second investment priority, please indicate how:

This project aligns with UK SPF / WN priorities :

Investment Priority: LOCAL BUSINESS

E23: Strengthening local entrepreneurial ecosystems – we will be marketing our space to start ups and those developing business ideas.

E30: Business support measures to drive employment growth – The Place provides an accessible and central location for business support services to be based regularly.

The Place could also support

Investment Priority: COMMUNITIES & PLACE

E6: Local arts, cultural, heritage & creative activities

This priority would be supported by promoting The Place as a venue to for local arts, cultural and creative activities, as well as a central and accessible venue for community uses. The Place has already been used for these types of activity so we know that it is feasible and well suited to meet these needs.

And

UKSPF Investment Priority: PEOPLE & SKILLS

- E33: Employment support for economically inactive people
- E34: Courses including basic, life & career skills
- E37: Tailored support for the employed to access courses

The central location of The Place lends itself to being used by those delivering employment related projects, if only to highlight awareness of the service and encourage sign up.

Please summarise the strategic fit of the project within your organisational strategy and with relevant local/regional/national strategies:

This project fits well with our 2022-2027 Business Plan, in particular our objectives to support and strengthen business and create pride in our town centre.

In terms of the national or regional picture, High Streets and Town Centres have been the focus of Government policy for some years. For example in 2019, the High Street Task Force was established, following recommendation from the High Street Report that was published in 2018. The Task Force supports local leaders to look at ways to repurpose their high streets / town centres and make them more vibrant and relevant.

The Government's Levelling Up policy also focuses on town centres, specifically through The Towns Fund. King's Lynn was awarded Towns Fund monies and one of the priorities within the Town's Investment Plan is to repurpose units / buildings in the Town Centre to remove empty, former retail units from the market and create a new reason for people to visit the town centre and spend time here.

How does this project support the Government's Net Zero ambitions or wider environmental considerations?

Due to the short term nature of our lease and lack of capital investment we are unable to make significant changes to the building that would improve energy efficiency. Our focus is therefore on minimising waste. We signed up to be a Net Zero Waste Champion through our CRF project Onwards. As part of this we will;

- Minimise consumption of single use items, particularly plastics
- Reduce overall consumption and purchasing
- Focus on reusing items, e.g. we have brought paper based decorations for our window displays, these can all be reused and when at end of life can be recycled.
- We will be procuring a waste recycling contract from 31/3/23
- We will ensure recycling is easy for users of The Place and we sign post users to Net Zero resources and advice.
- We have a shop local policy.

PROJECT DELIVERY:

What arrangements are in place for project delivery, including staffing, resources, monitoring and evaluation?

The Place will be staffed from the existing BID team. This project will be led by the BID Manager, we have systems in place to monitor the project and can amend these to adapt to any specific SPF requirements. We report progress and impact to our Board on a monthly basis.

If the organisation will have to recruit staff or appoint contractors to fulfil this project what plans are in place to minimise the risk of delivery delay?

The project will be staffed by BID staff that are already in post. In addition we have a bank of casual staff that provide extra capacity to assist with the running of events at weekends and out of hours.

Please describe how you have considered the equalities impact of this proposal, the relevant affected groups based on protected characteristics and any measures that you propose in response to these impacts:

Our aim is to encourage equality of access, inclusion and diversity. Our space is located and designed for ease of access and use. Our opening times are flexible and staff support is always on hand. Limitations on hire are predominantly based on health and safety and licensing issues.

Has project delivery received formal organisational approval? If not, please provide timescales for this process:

Y	
Will procurement be undertaken within this project? If so, please set out your procurement processes and how these adhere to UK procurement regulations:	
N	
Will the project continue beyond the period of UKSPF investment? If so, please provide details:	
Y	The project will only continue beyond the lifetime of the SPF if there continues to be a need and further funding can be found to subsidise costs.
Please summarise previous organisational experience of related or similar project delivery:	
The BID set up and has run The Place since April 2022. As an organisation we have been operating since April 2017. We have delivered a wide range of activities for businesses and the public in this time including training courses, markets, marketing campaigns and street entertainment. We have a large and growing network of businesses, suppliers and contractors that we work with to deliver projects and outcomes for the Town Centre. The BID team are overseen by a Board of Directors who are business owners or managers of stores. The BID Manager has considerable experience in programme and project delivery and resource management.	
Please provide details of delivery partners/match funders and summarise their involvement in the project:	
This project will be delivered by King's Lynn BID. Costs of running The Place that are not covered by UKSPF will be met from the BID budget and / or additional funding will be sought. King's Lynn BID Ltd will be the sole delivery partner.	
PROJECT TIMESCALES:	
Please state the proposed start and end date of the project. The end date for project delivery in Round 1 of funding must not extend beyond 31 st March 2024 and all associated spend should be incurred by this date.	
This project will be up and running from 1/3/23 until 31/3/24	
Please identify key target milestones in project delivery:	
Milestone	Target Date
Set up a marketing and comms plan to promote The Place to target audience – i.e. entrepreneurs.	by end March
Formal announcement that funding has been secured.	By end March & ongoing
Meeting / making contact with service providers whose target audience is also start ups and entrepreneurs to raise awareness of The Place with their users and their services and ensure routes for collaboration are made.	By end march
Review effectiveness of marketing plan	May 2023
Review user related data	May 2023
Amend marketing and comms based on quarterly analysis of data	May 2023 and ongoing
FINANCIALS:	
The UKSPF funding requested should be the minimum required for the project to proceed. Cost incurred relating to project delivery prior to the date of any grant offer must be agreed with BCKLWN before claiming. Costs incurred during the completion or submission of this application are not eligible for inclusion.	
Please indicate the total value of UKSPF investment requested for the period 01/04/2022 – 31/03/2023.	£1563.95
Please indicate the total value of UKSPF investment requested for the period 01/04/2023 – 31/03/2024.	£30,549.10
Please complete the UKSPF Project Application Budget Spreadsheet	
<ol style="list-style-type: none"> 1. On Tab1: Budget Overview, complete a full financial breakdown showing all project costs. 2. Within the subsequent tabs indicate the monthly distribution of requested UKSPF funding only within the appropriate financial year/s 2022/23 and 2023/24. 	

Please provide brief details regarding any funding which may be sought for the potential continuation of this project into 2024/25. This is for information only and any allocation of 2024/25 funding will be subject to further consideration within a Round 2 application process. Approval of Round 1 funding does not guarantee project continuation funding approval in Round 2.				
Depending on monitoring and evaluation outcomes, we would seek continued funding for 24/25 at the same level as for 23/24.				
Please summarise how value for money has been evaluated and determined:				
Our rent was negotiated and fixed in August 2022, we have fixed energy costs until end March 2025.				
Please explain how the project budget accounts for variable costs such as inflation and energy, and highlight where any financial contingency allowances are included: <i>Contingency costs will only be funded if they are incurred within the duration of the indicated project timescales.</i>				
Our rent is fixed for a 2 year period, as are our energy rates and waste contract. Other costs subject to inflation are small and therefore contingency is not required.				
Please explain what processes are in place to ensure that only costs related to this project are included in grant claims:				
Income and expenditure relating to The Place are accounted for as a separate project, in order to ensure ease of monitoring and auditing. This was set up due to the receipt of CRF and will continue.				
Please detail any other successful or unsuccessful funding bids for this project, including relevant dates and any pending match funding decisions:				
n/a				
OUTPUTS AND OUTCOMES				
Please provide indicative values for UKSPF Outputs and Outcomes which will result directly result from this project over its lifetime:			Value	
			22/23	23/24
COMMUNITIES & PLACE OUTPUTS	Number of rehabilitated premises (numerical value)		0	0
	Amount of public realm created or improved (m2)		0	0
	Number of organisations receiving grants (numerical value)		0	0
	Number of local events or activities supported (numerical value)		0	2
	Number of volunteering opportunities supported (numerical value)		0	0
	Number of feasibility studies supported (numerical value)		0	0
COMMUNITIES & PLACE OUTCOMES	Increased footfall (% increase / numerical value)		0	0
	Increased visitor numbers (% increase / numerical value)		0	0
	Estimated carbon dioxide equivalent reductions as a result of support (% decrease in / Tonnes of Co2e)		0	0
	Improved perception of facilities / amenities (% increase/ numerical value)		0	0
	Number of volunteering opportunities created as a result of support (numerical value)		0	0
	Increased take up of energy efficiency measures (% increase / number of households)		0	0
	The number of projects arising from funded feasibility studies (% increase / numerical value)		0	0

LOCAL BUSINESS OUTPUTS	Number of organisations receiving non-financial support (numerical value)	4	75
	Number of organisations receiving grants (numerical value)	0	0
	Number of potential entrepreneurs provided assistance to be enterprise ready (numerical value)	0	10
	Number of Tourism, Culture or heritage assets created or improved (numerical value)	0	0
LOCAL BUSINESS OUTCOMES	Jobs created as a result of support (numerical value)	0	0
	Jobs safeguarded as a result of support (numerical value)	0	0
	Number of new enterprises created as a result of support (numerical value)	0	0
	Increased visitor numbers (% increase / numerical value)	0	0
	Increased number of enterprises supported (% increase / numerical value)	20	20
	Increase in visitor spending (% increase / £)	0	0
	Increased amount of investment (private sector) (£)	0	0
	Number of enterprises with improved productivity (GVA) (numerical value)	0	0
How have these Outputs and Outcomes been estimated?			
These outputs are based on what we are being funded to deliver – i.e. a space available for use by entrepreneurs but no services to accompany this. The outputs are based on our experience over the last 11 months of running The Place. Given that we are aiming for additionality, and continue to have demand from existing users, the proposed numbers of new businesses supported is smaller than the number achieved in the last 12 months in order to realistically provide support for both audiences.			
How have you identified baseline data?			
We set up a booking and enquiry log when we opened in April 2022, figures are based on this.			
How will these Outputs and Outcomes be measured and evidenced? <i>Evidence can include photographs for visible changes and formal documentation.</i>			
Photographs of bookings / usage, booking forms and related documentation, i.e. completed terms and conditions, public liability documents. Enquiry and sales conversion logs.			
Would you expect to achieve any of these Outputs and Outcomes without UKSPF investment? If so, please summarise which:			
N	Unlikely as costs of maintaining the unit cannot be met by income from hire of the space alone.		
Please outline whether and how the project could be scaled up or down if more, or less, funding than requested is secured, and the impact that this would have on project Outputs and Outcomes:			
Additional funds to provide bespoke support to start ups and entrepreneurs alongside hire of The Place could enhance the offer, maximise outcomes for those businesses and potentially accelerate their growth.			
Date by which all Outputs and Outcomes will be fulfilled if full funding is awarded:		31/3/24	
Please provide the first part of the postcode for the areas that will benefit from the project (e.g. PE30):		Businesses /entrepreneurs in any postcode district of the Borough will be able to benefit from The Place CB6, 1P26 NR 22, NR23, PE13, PE14, PE30, PE31, PE32, PE33,	

				PE34, PE35, PE36, PE37, PE38.
PERMISSIONS & CONSENTS				
Does your project require any statutory approvals, consents or agreements? If yes, please list and provide dates of approval / due dates: <i>For example, planning consents, lease agreements, operating permits.</i>				
No				
What statutory regulations must be adhered to by the project? E.g. Health and Safety, DBS checks.				
Health & Safety, Licensing.				
ASSET MANAGEMENT (Capital Projects only)				
Will UKSPF investment result in the acquisition or creation of an asset, or an increase in the economic value or lifetime of an existing asset for greater than one year? If so, please explain how this asset will be managed and provided details of ownership for the lifetime of the project and beyond. An asset register for all capital investments undertaken directly through UKSPF will be required.				
N				
RISKS:				
Please identify any risks to project delivery, e.g. organisational capacity, funding gaps, demand planning, deliverability. These should be realistic and demonstrate that the organisation has considered all potential risks and has a deliverable plan to manage these and keep the project on track:				
Description of risk and who is responsible for managing	Probability of risk occurring: High/Med/Low	Impact of the risk: High/Med/Low	Plans to mitigate risk	
Lack of staff which leads to failure to meet targets – BID manager	Low	Low	We have a bank of casual staff and as a small organisation we can turn around recruitment quickly if necessary	
Marketing plan isn't well executed which leads to failure to meet targets – BID Manager	Low	low	Regular review of marketing materials, regular dialogue with LEP and other agencies supporting entrepreneurs.	
SUPPORT:				
Have you identified stakeholder / customer / other support for the project? Please summarise:				
Stakeholders include Borough Council of King's Lynn and West Norfolk, New Anglia LEP, Town centre businesses, Norfolk County Council, CWA, Norfolk BIDs, other business support advisors / organisations.				
Our customers include micro businesses and entrepreneurs.				
If successful, UKSPF Grant payments will be made by the Borough Council of King's Lynn and West Norfolk in arrears. Payment will only be released following receipt of a completed claim and monitoring form and subsequent approval of project invoices. Evidence of UKSPF spend and project progress will be requested.				
DECLARATION: <i>Declarations to be signed in accordance with the applicant's normal signing arrangements</i>				

I declare

That I have the authority to represent the organisation making this grant application.

That I am not aware of any information, not included in the application, but which if included is likely to affect the decision.

My/our organisation activity meets all its statutory requirements including the National Minimum Wage regulations.

My/our organisation has the legal authority to carry out this project.

No owners/directors/shareholders have ever been involved in businesses that have been placed into administration or liquidation.

No owners/directors/shareholders have ever personally been bankrupt or established an IVA.

No owners/directors/shareholders have ever been disqualified as a company director.

No owners/directors/shareholders or the business/organisation itself have any County Court Judgements against them.

That all VAT, PAYE, local taxes (including Business Rates) are paid to date and there are no outstanding disputes.

That the organisation is not in dispute in any way with the local County and/or District Council.

That I shall inform Borough Council of King's Lynn and West Norfolk if, prior to any grant funding being awarded, I become aware of any further information which might reasonably be considered as material in deciding whether to fund the grant application.

That I have informed all individuals whose personal data has been included in this application or supporting paperwork that their information has been collected and shared, and I have advised them of the relevant Borough Council of King's Lynn and West Norfolk Privacy Notices.

I declare that all the above statements are correct

YES

If NO, please provide details:

Note: Any false declarations will result in any grant offer being withdrawn and may result in prosecution

I confirm my organisation is committed to Inclusion, Equality & Diversity

YES

I confirm my organisation is committed to Sustainability and Environmental Policies

YES

I understand

That checks will be made with relevant parties to verify this declaration and any person who knowingly or recklessly makes any false statement for the purpose of obtaining grant or for the purpose of assisting any person to obtain grant is liable to be prosecuted. Whether intentional or not, any false or misleading statement will also mean that approval may be revoked, and any grant may be withheld or recovered.

That acceptance of this grant application does not in any way signify that the project is eligible for grant funding support or that grant funding has been approved towards it.

The Borough Council of King's Lynn and West Norfolk may make enquiries of any person or organisation who may have access to information relevant to this application without prior reference to me. The Borough Council of King's Lynn and West Norfolk will share or match information provided in your application with fraud prevention agencies, other bodies responsible for auditing or administering public funds, or where undertaking a public function in order to prevent and detect fraud. The Council or other organisations may refuse a service, finance or employment should fraudulent conduct be identified. For further details and a list of the fraud prevention agencies we work with and links to their privacy notices see the Borough Council of King's Lynn and West Norfolk [Accounting and Finance Privacy Notice](#).

The Borough Council of King's Lynn and West Norfolk's decision is discretionary and final.

Data Protection, UK General Data Protection Regulation (UK GDPR) and Freedom of Information

Borough Council of King's Lynn and West Norfolk

Details of how the Borough Council of King's Lynn and West Norfolk processes personal data and your

rights are available on the Council's [Regeneration and Economic Development Services Privacy Notice](#).

The Borough Council of King's Lynn and West Norfolk is the 'Data Controller' for King's Lynn and West Norfolk's allocation of the UK Shared Prosperity Fund related personal data, and controls and processes personal data (including sensitive special data) under the lawful basis of **Article 6 (1) (e)** and **Article 9 (2) (g)** of the European Union 'General Data Protection Regulation' (2016/679).

The Borough Council of King's Lynn and West Norfolk is under a duty to undertake public functions and protect public funds. We will use the information you provide to verify your eligibility against other records available to use. We may inform other departments or bodies of your application details where discrepancies occur. We do not pass on your details to any third party unless we have a lawful basis to do so, such as for the prevention or detection of crime or fraud.

Data recorded by or on behalf of Borough Council of King's Lynn and West Norfolk is subject to the Freedom of Information Act 2000, including information provided in relation to grant applications.

Detail of all applications, including personal details, will be shared with the Department for Levelling Up Housing and Communities (DLUHC) for research and evaluation purposes. Grant recipients may also be contacted by DLUHC for research purposes. If necessary, your personal data may be shared with the Government or other agencies for the purpose of debt recovery or tax collection. For information regarding how your personal data may be collected, held or used please see the [DLUHC Personal Information Charter](#) and [HM Revenue & Customs Privacy Notice](#).

The Borough Council of King's Lynn and West Norfolk would like to work with applicants to use the organisation's name and grant details in promoting the scheme and agreed case studies

I understand that promotion is optional and agree that my organisations details can be used.	YES
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Applicant signature: V Etheridge	Date of submission: 24.2.23
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For Borough Council of King's Lynn and West Norfolk completion only:

Officer Name:	Date of Receipt:
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