

1. **Shared Prosperity Funding for King's Lynn BID Ltd 'The Place' Project**  
(Pages 2 - 17)

**BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK**

**RECORD OF DECISION TAKEN BY OFFICERS UNDER DELEGATED POWERS**

This is a record of a decision taken by an officers under delegated powers and where necessary taken in consultation with members and officers.

Shared Prosperity Funding for King's Lynn BID Ltd (Discover King's Lynn), 'The Place' project

### **Delegated Power**

Cabinet Report 7th February 2023

WEST NORFOLK INVESTMENT PLAN (UK SHARED PROSPERITY FUND) AND RURAL ENGLAND PROSPERITY FUNDING – PROGRAMME PRIORITIES

Delegated authority:

'Delegate authority to the Assistant Director for Regeneration, Housing & Place to finalise the financial allocations to the identified projects in section 4, in consultation with the Portfolio Holder for Business Culture and Heritage.'

### **Decision Taken**

The BCKLWN has been allocated UK Shared Prosperity Funding (UKSPF) to support the government's commitment to levelling up across the UK. Funding for West Norfolk has been allocated in response to the submission of the West Norfolk Investment Plan (WNIP), which was developed in consultation with key stakeholders and identifies intervention areas which will address key areas of need across the Borough. One of the continuation projects identified for 22/23 and 23/24 which aligns with UKSPF intervention priority E23: Strengthening local entrepreneurial ecosystems, is 'The Place.'

The Place is a repurposed former retail unit in the heart of King's Lynn's shopping centre, operated by Discover King's Lynn Business Improvement District (BID). It opened 14 April 2022 with funding from the Community Renewal Fund. Its purpose is 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 also provides:

1. hot desking and informal meeting facilities for local businesses and / or those visiting the Town for business,
2. facilities for cultural activities
3. one stop shop for multi-agency provision
4. something different and of interest to shoppers and those visiting the town
5. a space for community organisations and those in the public sector to use to raise awareness of their services and specific campaigns.

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

To date the facility has supported and seen demand for;

- 9 community / public sector organisations have used the Place for information raising / fund raising campaigns and / or recruitment initiatives.
- 10 different health related events, ranging from mental health awareness to NHS health checks.
- 218 enquiries about hire, including 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.
- 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.

The Place therefore offers something different for shoppers and visitors to the town centre and contributes towards the town centre offer and vibrancy as a whole.

Funding secured through the Community Renewal Fund has provided the initial set up and equipment costs for the facility; the SPF funding is to provide the ongoing operational costs to continue the town centre provision, as a meanwhile/capacity building facility for other town deal projects to be delivered by March 2026.

King's Lynn BID Ltd will be the sole delivery partner. The Place project requests revenue funding of

£1563.95 for 2022-23 and £30,549.10 for 2023-24. This will cover the running costs of The Place including: Energy costs (fixed until March 25), Broadband, Display screen rental, cleaning, maintenance and servicing provision and supplies, waste recycling contract, marketing, insurance, licences and rent (fixed until August 24). This project will be delivered by King's Lynn BID. The management costs of running The Place will be met by the BID budget and / or additional funding will be sought.

It is anticipated that continued funding will be requested for 2024-25. This will be subject to a review of provision and subsequent Cabinet approval at the end of 2023.

All income generated by bookings etc for The Place will be reinvested directly back into The Place activities and provision. The BID currently accounts for The Place as a separate entity as a requirement of CRF funding so will maintain this.

Any additional activities that the BID may wish to run within The Place and which could also be supported through UKSPF will be subject to an open and competitive bidding process.

It is proposed that a delegated officer decision be taken to approve funding to support continuation of this project under the Minimal Financial Assistance regulations.

BCKLWN Legal Department has confirmed that this investment falls within Minimum Financial Assistance and no exemption is required. The Place received CRF grant of £30,000 in 21/22 £39,683.54 (final payment) in 22/23. On a rolling three year period this would result in the total financial assistance shown below:

	2021/22	2022/23	2023/24
CRF	30,000	39,683.54	
UKSPF		1,563.95	30,549.10
3 Year Total			101,797

### **Reasons for the Decision**

Discover King's Lynn secured funding through the Community Renewal Fund (CRF) in 2021 to pilot a town centre pop up unit to provide flexible space for events, activities, hot desking and indoor markets. The CRF funded the initial set up costs associated with the space including internal fit out and equipment. During the course of the pilot period, The Place has built up a regular programme of activities and users to support a wide range of activities and services in the town centre. A number of the activities within The Place are testing and establishing demand and uses for the development of the Multi User Community Hub and Creative Hub as part of the Guildhall project, anticipated in 2025/26.

The UK Shared Prosperity Fund sets out priorities to support communities and place and business support. The project is in line with the priorities identified in the WNIP approved by Cabinet in July 2021 and the outputs and outcomes required by the UK Shared Prosperity Fund guidance. The proposal to provide continuation funding for The Place aligns with the UKSPF will specifically support delivery of the following Investment Plan priorities to;

Leading as a Centre of Excellence for the Visitor Economy

- With a culture-led approach to leverage culture & heritage assets
- Positioning King's Lynn & West Norfolk as Cultural Destination
- Driving innovation & productivity in Tourism & Hospitality

Embedding approaches that are Active, Clean & Green

- Business transformation and re-training

Strengthening local enterprise and innovation systems

- Food (agriculture, food processing & manufacturing, food service & retail)
- Health

Supporting people to access opportunities

- Supporting people into employment and volunteering opportunities
- Improving skills that employers need

The funding will provide core funding for the building rent and utility costs to support the continuation of the town centre provision, maximising the investment already secured under the CRF. In this instance, the BID is the only organisation established to provide the continuation of the service as they are the tenants for the property.

The Place will also provide a central, modern, light and welcoming setting to host and complement other services and activities to be funded through UK SPF.

### **Options considered**

#### **Option1 : Do not provide financial support to continue provision of The Place**

Without SPF investment there would be difficulty in keeping The Place open due to the costs associated with running and maintaining a premises in a central town centre location and costs of hire would have to be significantly increased, beyond the income that it generates. It is providing an important low cost, easy accessible facility for start ups and small businesses and community organisations that would be unviable to run as a commercial operation. Without UKSPF funding, the likely consequence is that The Place would become prohibitive for start-ups and community organisations and therefore have to close.

#### **Option 2: Provide continuation Funding through UKSPF**

Given the level of enquiries and the demand for use during 9 months of 2022, it is proposed that there is a continued need for this service up until other town centre facilities that are planned under the town deal come into use/operation. UKSPF will allow The Place to remain open and offer a service to start-ups, community organisations and other businesses and individuals, therefore maximising the benefits and initial investment already secured through CRF, including continued use of the equipment and facilities the previous funding provided.

**Any declarations of interest and details of any dispensations granted in respect of interests.**  
N/A

**List of Background papers**

The Place UKSPF Application form  
West Norfolk Investment Plan Cabinet Report 21/07/22  
Cabinet Report 07/02/23

**Authorisation**

Duncan Hall, Assistant Director, Housing, Regeneration & Place

Signature 

Date 17/03/2023

**Consultation with members/officers**

**If the decision is taken following consultation with the members/officers, please give details:**

**Signed by Member as consulted: Cllr Graham Middleton** 

Date 17/03/2023

# Pre-Screening Equality Impact Assessment

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



Name of policy/service/function	King's Lynn BID 'The Place'				
Is this a new or existing policy/ service/function?	Existing				
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service rigidly constrained by statutory obligations	UKSPF funding under the Financial Assistance regulations to support the continuation of The Place facility in King's Lynn to provide community and business support activities.				
<b>Question</b>	<b>Answer</b>				
<p><b>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups according to their different protected characteristic, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</b></p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p>		Positive	Negative	Neutral	Unsure
	Age	X			
	Disability			X	
	Gender			X	
	Gender Re-assignment			X	
	Marriage/civil partnership			X	
	Pregnancy & maternity			X	
	Race			X	
	Religion or belief			X	
	Sexual orientation			X	
Other (eg low income)	X				
<b>Question</b>	<b>Answer</b>	<b>Comments</b>			
<b>2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?</b>	No				
<b>3. Could this policy/service be perceived as impacting on communities differently?</b>	Yes	It will provide easy access to multi agency information and services for communities and businesses.			
<b>4. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?</b>	Yes	The facility will provide a home for activities and services to be provided for businesses and residents to support employment, health and well being. The Place is fully accessible.			
<p><b>5. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?</b> If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section</p>	No	<b>Actions:</b>			
		<b>Actions agreed by EWG member:</b> Name .....			
<b>Assessment completed by:</b> Name J Curtis					
Job title Regeneration Programmes Manager	Date 16/03/23				

**Please Note: If there are any positive or negative impacts identified in question 1, or there any 'yes' responses to questions 2 – 4 a full impact assessment will be required.**



**Funded by  
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.

<b>APPLICANT DETAILS:</b>	
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
<b>PROJECT DETAILS:</b>	
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, <a href="mailto:vicky@discoverkingslynn.com">vicky@discoverkingslynn.com</a> 07387752226
<b>PROJECT PROPOSAL:</b>	
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"> <li>• hot desking and informal meeting facilities for local businesses and / or those visiting the Town for business,</li> <li>• something different and of interest to shoppers and those visiting the town</li> <li>• a space for community organisations and those in the public sector to use to raise awareness of their services and specific campaigns.</li> </ul> <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.	
<b>PROJECT TIMESCALES:</b>	
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 <sup>st</sup> 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:	
<b>Milestone</b>	<b>Target Date</b>
Set up a marketing and comms plan to promote The Place to target audience – i.e. entrepreneurs.	<b>by end March</b>
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
<b>FINANCIALS:</b>	
<b>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.</b>	
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
<b>Please complete the UKSPF Project Application Budget Spreadsheet</b>	
<ol style="list-style-type: none"> <li>1. On Tab1: Budget Overview, complete a full financial breakdown showing all project costs.</li> <li>2. Within the subsequent tabs indicate the monthly distribution of requested <b>UKSPF funding only</b> within the appropriate financial year/s 2022/23 and 2023/24.</li> </ol>	

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				
<b>OUTPUTS AND OUTCOMES</b>				
Please provide indicative values for UKSPF Outputs and Outcomes which will result <b>directly</b> result from this project over its lifetime:			Value	
			22/23	23/24
<b>COMMUNITIES &amp; PLACE OUTPUTS</b>	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
<b>COMMUNITIES &amp; PLACE OUTCOMES</b>	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

<b>LOCAL BUSINESS OUTPUTS</b>	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
<b>LOCAL BUSINESS OUTCOMES</b>	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
<b>How have these Outputs and Outcomes been estimated?</b>			
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.			
<b>How have you identified baseline data?</b>			
We set up a booking and enquiry log when we opened in April 2022, figures are based on this.			
<b>How will these Outputs and Outcomes be measured and evidenced? <i>Evidence can include photographs for visible changes and formal documentation.</i></b>			
Photographs of bookings / usage, booking forms and related documentation, i.e. completed terms and conditions, public liability documents. Enquiry and sales conversion logs.			
<b>Would you expect to achieve any of these Outputs and Outcomes without UKSPF investment? If so, please summarise which:</b>			
N	Unlikely as costs of maintaining the unit cannot be met by income from hire of the space alone.		
<b>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:</b>			
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.			
<b>Date by which all Outputs and Outcomes will be fulfilled if full funding is awarded:</b>		31/3/24	
<b>Please provide the first part of the postcode for the areas that will benefit from the project (e.g. PE30):</b>		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.
<b>PERMISSIONS &amp; CONSENTS</b>				
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.				
<b>ASSET MANAGEMENT (Capital Projects only)</b>				
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				
<b>RISKS:</b>				
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:				
<b>Description</b> of risk and who is <b>responsible</b> for managing	<b>Probability</b> of risk occurring: High/Med/Low	<b>Impact</b> of the risk: High/Med/Low	Plans to <b>mitigate</b> 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.	
<b>SUPPORT:</b>				
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.				
<b>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.</b>				
<b>DECLARATION:</b> <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.	<b>YES</b>
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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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<b>PROJECT NAME:</b> <i>The Place</i>					
<b>Description of cost</b>	<b>2022/23</b>		<b>2023/24</b>		<b>TOTAL</b>
	<i>Capital</i>	<i>Revenue</i>	<i>Capital</i>	<i>Revenue</i>	
Energy costs		£900.00		12,500.00	<b>£13,400.00</b>
Broadband		£43.95		601.10	<b>£645.05</b>
Display screen rental		£87.00		1,044.00	<b>£1,131.00</b>
Sanitary bin supply		£13.00		156.00	<b>£169.00</b>
window cleaning		£10.00		120.00	<b>£130.00</b>
cleaning materials		£10.00		270.00	<b>£280.00</b>
waste recycling contract		£0.00		612.00	<b>£612.00</b>
marketing for launch		£500.00		0.00	<b>£500.00</b>
insurance		£0.00		1,391.00	<b>£1,391.00</b>
marketing		£0.00		1,900.00	<b>£1,900.00</b>
maintenance and servicing		£0.00		700.00	<b>£700.00</b>
licences		£0.00		255.00	<b>£255.00</b>
rent		£0.00		11,000.00	<b>£11,000.00</b>
					<b>£0.00</b>
<b>TOTAL</b>	<b>£0.00</b>	<b>£1,563.95</b>	<b>£0.00</b>	<b>£30,549.10</b>	<b>£32,113.05</b>

<b>Breakdown of Project Funding</b>						Approval Date
	<b>UKSPF Allocation</b>				<b>£0.00</b>	
	<b>Match funding (specify source)</b>				<b>£0.00</b>	
	<b>Match funding (specify source)</b>				<b>£0.00</b>	
	<b>Match funding (specify source)</b>				<b>£0.00</b>	
	<b>Match funding (specify source)</b>				<b>£0.00</b>	
	<b>Match funding (specify source)</b>				<b>£0.00</b>	
	<b>Match funding (specify source)</b>				<b>£0.00</b>	
<b>TOTAL</b>		<b>£0.00</b>	<b>£1,563.95</b>	<b>£0.00</b>	<b>£30,549.10</b>	<b>£0.00</b>