



**1. Have any private sector funding donations also been sought, for example through organisations represented on the board of directors for Discover King's Lynn? If not please advise the reasoning.**

Donations and / or cash contributions have not been sought from BID Board members nor other levy paying businesses. The reason for this is set out below.

The BID is almost wholly funded by a levy placed on businesses within a defined area. The levy is charged at 1.5% of a business premises rateable value. This levy is used to deliver a range of projects and outcomes which are set out in a 5 year business plan at the start of each BID term.

In kind support is provided by the BID in terms of staff time to manage and market The Place and provide first contact information to users /enquirers. Levy paying businesses have given in kind support in terms of staff time up to this point and will continue to so. This in-kind support has taken the form of free advice and information drop in sessions and training on subjects such as digital marketing, branding, cash flow and business planning.

The business owners and managers who are Directors of King's Lynn BID Ltd do not receive any direct benefit from The Place. All levy paying businesses are able to use The Place free of charge, unless use is required outside usual office hours or on a Sunday and then the standard fees and charges apply. This is to cover additional staff costs. To date only a handful of levy payers have actually used The Place and one has hired The Place and paid a fee for out of hours usage.

One of the desired outcomes of The Place is to create additional interest in the Town centre and by doing so contribute to sustaining footfall levels. A further objective is to support new businesses and entrepreneurs, thereby contributing to the overall growth of the economy and wealth of individuals. By providing a central, subsidised town centre space, we hope to support the growth of micro to small businesses. This might lead to those businesses taking on premises in the Town Centre and / or in other towns in the Borough. We also know that small businesses tend to support and use other small businesses. In this way King's Lynn BID levy paying businesses and / or other small businesses in the Borough might benefit indirectly from The Place.

It is useful to see The Place as supporting the ecosystem of the Town Centre, rather than benefitting any particular business or entity. The BID Board regard The Place as providing a public benefit that goes beyond the immediate benefit of our levy payers.

**2. Can you provide financial accounting evidence that The Place needs UKSPF funding and demonstrate why the facility could not be funded in part or wholly using financial reserves via KL BID Ltd?**

Please refer to the five year budget as set out in our Business Plan 2022-27 and the two revised 4 year budgets as at March 2023. The two revised budgets show a drop in the value of anticipated levy collected, and expenditure related to The



Place. One of the budgets shows income / expenditure if SPF was not granted, the other shows the impact of SPF if granted.

We wish to draw attention to the following points.

- The annual levy collected by the beginning of March 2022/23 was 208,000 and is not expected to exceed 210,000 by the end of this financial year. This is £13,500 less than forecast for this period in 2021.
- The levy is to be spent in accordance with the 5 year business plan. This five year plan was the basis of the BID renewal campaign in 2021 and is what levy payers voted on. BID regulations stipulate that a significant revision of the Business Plan must go before levy payers for approval. The Place / pop-up shop did not form part of this business plan and is therefore not costed within it. The opportunity to set up a Pop-up arose from collaboration with Norwich and Great Yarmouth BIDs and a successful application to the Community Renewal Fund in 2021. The bid for CRF was underway at the same time as preparing the Business Plan for 2022-27 and was not included within the Plan due to uncertainty. The pilot worked well and we have received overwhelmingly positive feedback from users and others. The BID Board agreed to continue the project if further funding could be sought to help meet costs.
- Any brought forward reserves have been saved to meet obligations within the business plan. Expenditure levels will vary year on year, due to a variety of reasons including changes to staffing, unavailability of products, unable to get permissions / access, changes in circumstance.
- SPF will not be funding 100% of the costs associated with running The Place. For example all staff costs incurred in running The Place, repairs and or replacement equipment and furniture, window displays, general maintenance and upkeep, except for the costs of servicing fire equipment and air conditioning will be covered by the BID and any income from hire. The income from charges and fees will contribute towards covering a small portion of these costs. As at end of March 2023, income from The Place totalled £5,800. We do not anticipate this amount increasing significantly in 2023/24.
- UK SPF would allow us to provide an *additional* service / offer that otherwise would not be possible or made available in Kings Lynn / the wider Borough.

3. Please can you provide you service charges, criteria for charging and explain how these charges are calculated?

Please see attached charges and conditions of hire.

These charges are based on our experience of running The Place since April 2022, feedback from users and potential users over the last 12-18 months, including prior to opening. We have kept the fees low as our aim is to support and encourage



start-ups to use the space, we do not want them to be prohibitive. Most of our hirers are selling low value items.

We aim for the costs to cover additional staffing costs for on-the day (where possible, we use casual staff to support out of hours events, although this isn't always possible), plus a contribution towards running costs.

In addition, as we received Community Renewal Funding to set up and run The Place for the first 9 months, we were able to subsidise running costs, including staff time. We did not feel it appropriate to offer the space for free or at such a low cost that hirers did not respect the space or honour their bookings.