

## King's Lynn Town Deal Board Chair Recruitment Pack



### Welcome

Thank you for your interest in becoming the Chair of the King's Lynn Town Deal Board. This is an incredibly exciting time for King's Lynn, halfway through the Towns Fund programme and recently delighted to have been allocated a further £20m – announced in the Spring budget – from the Long-Term Plan for Towns fund.

After a very successful tenure, the term of the initial Chair has come to an end, and we are now seeking an experienced and passionate Chair from the private or community sector to join the established and committed board. This pack provides more detail about the role, and the commitment required. If, after reading it, you are excited about the prospect of contributing to the transformation of King's Lynn, and you have the high-level skills, experience, energy, and commitment required, we would be delighted to hear from you.

The Town Deal Board is the public-private partnership which brings together key agencies, organisations, and businesses in the area. Board members each have a commitment to drive the sustainable economic regeneration of King's Lynn and support its long-term economic growth and productivity. The Board is responsible for the oversight of the £37m Towns Fund programme for King's Lynn, making strategic decisions during the development and delivery of the agreed projects, ensuring that the objectives set out in the [Town Investment Plan](#) are met and that effective engagement with local communities and businesses is achieved. As mentioned above, King's Lynn has been allocated further funding from the Long-Term Plan for Towns fund; full details are yet to be confirmed, but the new fund will be invested in the town over the next 10 years, and we envisage that the Town Deal Board will play a key part in oversight of this.

The Board brings together a diverse range of individuals representing the community, businesses, and local authorities. The role of Chair will be interesting and rewarding and you will be joining a board that current members are proud to be part of. Becoming Chair of the Town Deal Board is a great opportunity to bring your expertise and experience to the long-term benefit of King's Lynn, and if you believe you have the skills and experience to help support and challenge us on this journey, we very much hope to hear from you.

If you have any questions, please contact a member of the programme team via [visionkl@west-norfolk.gov.uk](mailto:visionkl@west-norfolk.gov.uk) in the first instance.

**Vicky Etheridge**  
Interim Town Deal Board Chair

## King's Lynn Town Deal Board Chair Recruitment Pack

### Becoming our Chair

After a very successful tenure, the term of the initial Chair has come to an end. Our new chair will be a locally invested business or community leader who has a strong track record of leading organisations through change and can play an active role in the governance of the Town Deal, making key decisions that will ensure successful delivery of projects and interventions that will be a part of the future for our much-loved town.

The Board currently meets monthly, and its existing members come from a broad range of specialisms, representing business, skills, health, community and government at national, county, and local levels.

The Town Deal programme consists of 5 active projects:

- St George's Guildhall & Creative Hub
- Multi-User Community Hub
- Active & Clean Connectivity
- Riverfront Regeneration
- Rail to River public realm

Previous projects, already completed include:

- School of Nursing Studies
- BOOST (skills and retraining pledge)

NB Supplementary information on the projects is given within the 'additional information' annex of this pack; further details are on the [Vision King's Lynn](#) website.

### Key responsibilities

- Be a passionate and active ambassador for King's Lynn and work with the Town Deal Board as a whole to realise the town's longer-term development and prosperity.
- Run an effective, diverse, and inclusive Board and manage relationships with both shareholders and stakeholders.
- Drive forward activity, lead on decision making and implement change where necessary.
- Be responsible for the performance of the Board and for its reputation as a strategic body.
- Influence, persuade and communicate with others towards achieving the purpose and ambition of the Board.
- Demonstrate passion and commitment to the development of the town's future.
- Understand our diverse town and the needs of residents.
- Understand and be willing to embrace the public, private, voluntary and community sectors.
- Work in partnership with the BCKLWN programme team and senior officers to optimise the Board's effectiveness.
- Engage with the community, stakeholders, and partners to help ensure that the Town Deal Board remains true to the TIP vision, mission and strategic direction, and is focused on the projects delivering against these.

### Person Specification

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The Chair of the Board has strategic oversight and will provide leadership and direction, chairing Board meetings and acting within a code of conduct based on the Nolan Principles<sup>1</sup>, to ensure successful delivery of the Town Investment plan and agreed projects.

### **Knowledge and experience**

- A high level of interest in the mission, aims and objectives of the Government's Levelling Up agenda and its significance in contributing to the future economic prosperity of King's Lynn.
- Leadership, governance skills and ability to think strategically.
- Excellent understanding of business and community connections in and around King's Lynn.
- Experience of chairing and facilitating effective meetings at executive level.
- Excellent ability to think creatively and offer good judgement.
- A commitment to Nolan's seven principles of public life<sup>2</sup>.
- Proven success in your roles, preferably working to a senior level or running your own business with experience of working with multiple parties to achieve a common objective.
- Demonstrate a preparedness to be involved in a public-private partnership, to respect confidentiality where appropriate and work within the government guidelines for operating Town Deals and related funds.
- Can work effectively as part of a team to deliver the goals of the Board.
- Prepared to be public facing in the role, including providing a short biography to be displayed on the Vision King's Lynn website.

### **Skills and abilities**

- Excellent communication and interpersonal skills.
- Can set standard of behaviour in the boardroom.
- Authority and credibility to represent the King's Lynn Town Deal Board in its dealings with local authorities and Government.
- Ability to network and harness the commitment of a wide range of partners and stakeholders and to build and maintain consensus around the vision and objectives that will underpin the King's Lynn Town Investment Plan.
- Ability to present well-ordered arguments, with knowledge and understanding of the wider strategic context.
- Knowledge of and a passion for King's Lynn – its people, communities, businesses, organisations, and infrastructure.
- Business acumen, a strong sense of accountability and the ability to think strategically.
- Can facilitate objective and fair decision making and change management.
- Ensure that the business is discussed in line with the agenda and ensure that everyone's views are heard and discussed, clear decisions are reached, accepted and followed-up.
- Engage with the Local Authority and Town Deal Board, abiding by the Terms of Reference of the Town Deal Board, its Code of Conduct and decision-making processes.

### **Personal style and behaviour**

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<sup>1</sup> See information section attached to this pack for details

<sup>2</sup> See information section attached to this pack for details

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- Commitment to our values of accountability, openness, and transparency.
- Clear strategic and creative thinker, able to influence the delivery of complex strategic projects.
- High degree of probity and integrity.
- Highly motivated and not easily discouraged, with resilience, commitment and tenacity.

### **Time commitment**

The Board meets monthly and all members, including the Chair, commit their time and expertise in a voluntary capacity. The expectation is to chair and positively engage in 12 formal in-person Board meetings per year; it is envisaged that the role will involve up to 3 days per month, which include attendance at the Board meeting for ½ day per month, plus additional time for reading and commenting on papers, meeting preparation and performing Town Deal governance duties during intervening periods with the support of the secretariat. Examples of this include:

- Commenting on, and agreement to Board agendas and meeting notes.
- Attending a monthly pre-briefing ahead of the Board meeting.
- Agreeing returns to government.

The successful candidate will also need to be willing to spend time being inducted into the programme, with full support being provided in this by the programme team at the Borough Council and the interim Chair (Vice-Chair) of the Board.

### **Conflicts of interest**

Any conflicts of interest should be declared as part of the application, and, if successful, these will need to be declared formally to the Accountable Body's Monitoring Officer before officially joining the board. BCKLWN will maintain a register of Board Member interests, to be updated annually and which will be published on the BCKLWN website.

### **Location and term**

All meetings, except the main Board meeting, can be virtual.  
The expected term for the Chair is 2 years.

### **And finally...**

We want to make sure you get as much out of this position as you put into it. Support will be available from officers at the Borough Council and the Towns Fund has a Delivery Associates Network through which additional support can be requested as required.

Volunteering for this position will be a wonderful way to give back to the King's Lynn community and if this role is of interest, we very much hope to hear from you.

### **How to Apply**

To apply, please provide your up-to-date CV and a covering letter or personal statement which outlines your related skills, knowledge, and experience for this opportunity.

**King's Lynn Town Deal Board Chair  
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Please send your application via email to [visionkl@west-norfolk.gov.uk](mailto:visionkl@west-norfolk.gov.uk)

Closing date midnight, Friday 3<sup>rd</sup> May 2024

Prospective applicants who best meet the requirements will be invited to speak to some of our existing Board members on Friday 17<sup>th</sup> May 2024

If you would like an informal discussion regarding the role prior to applying, please contact:

Jemma Curtis, Regeneration Programmes Manager,  
Email: [jemma.curtis@west-norfolk.gov.uk](mailto:jemma.curtis@west-norfolk.gov.uk) Mobile 07920 232999

Thank you for your interest, we look forward to hearing from you.

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



HM Government

## King's Lynn Town Deal Board Chair Recruitment Pack

### Additional information

#### **About the Town Investment Plan**

In 2019 Government invited King's Lynn to secure up to £25m through a Town Deal with government. The process to agree a Town Deal involved the establishment of a Town Deal Board, to create a public-private partnership to develop a shared vision and strategy for the town for 10 years, in a Town Investment Plan (TIP).

The TIP reflects the local priorities supported by evidence and extensive consultation to underpin the strategic case for investment and sets out how it will support economic prosperity and clean growth. The TIP is the 'wrapper' for all the town's investment and regeneration programmes, including the Town Deal projects and other funding from other government departments or private investors.

King's Lynn has major opportunities and selling points:

- *a strong residential, commercial, and growing cultural offer, the space to grow and the appetite to develop further, with a track record of delivery.*
- *major businesses and successful SMEs who are committed to the town and to playing a leading role within it.*
- *residents that care deeply about the town and are creative, resilient people.*

But there are challenges to tackle:

- *high employment in retail and increase in vacant units in the town centre.*
- *high road congestion and poor air quality.*
- *lower skills and earnings, poor school attainment.*
- *different parts of the town poorly connected.*
- *A ward that rates in the top 10% most deprived areas in the UK.*

#### **Our Vision**

To address these challenges and opportunities, the Town Deal Board agreed a vision for King's Lynn:

- *New opportunities for skills and jobs for our young people and all those affected by Covid-19 and needing to reskill, linked to demand from local employers and opportunities in local sectors.*
- *Growing innovative businesses - attracted by our connectivity and high quality of life and supported by the networks and collaborative support that businesses need.*
- *A repurposed town centre with new experiences and businesses - increasing footfall, enhancing cultural opportunities, with its different parts better connected.*
- *A high-quality residential and leisure offer in the historic town core and riverfront - attracting new people to live and work in the town centre, whilst protecting our unique heritage.*
- *A sustainably connected town - through reduced congestion and better connectivity between the town, its catchment area and residential growth areas, creating safer walking and cycling routes and supporting remote working.*

## **King's Lynn Town Deal Board Chair Recruitment Pack**

The TIP was submitted to Government in February 2021 and led to successfully securing the full £25m Town Deal for King's Lynn to deliver a range of projects and interventions. BCKLWN and delivery partner Norfolk County Council (NCC) prepared and submitted six business cases during 2021-22 to secure final approval of the Town Deal. All projects are now in the delivery phase and working towards completion by March 2026. Further details on the specific projects can be found on the website [www.visionkingslynn.co.uk](http://www.visionkingslynn.co.uk)

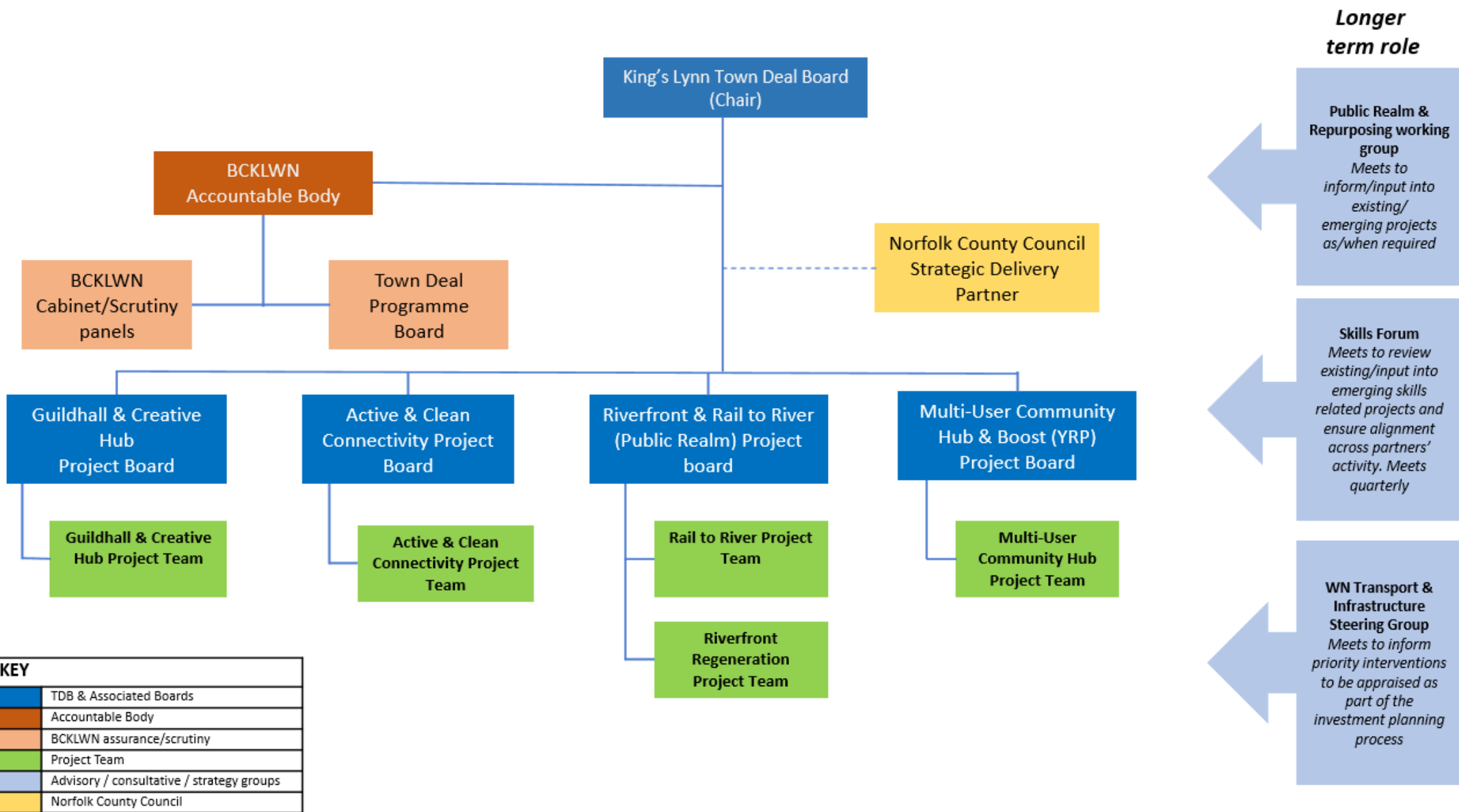
### **Organisation and Governance**

A Town Deal is a three-way agreement in principle between Government, the lead local authority (BCKLWN) and the Town Deal Board.

BCKLWN are the accountable body for this partnership, responsible for supporting the Town Deal Board and ensuring the appropriate resources and delivery plans are in place to deliver the agreed Town Deal projects.

This specially formed Board is led by the Chair, whom we are now looking recruit, and supported by a professional programme team from BCKLWN and strategic delivery partner NCC. The governance structure of the Town Deal Board and its relationship with Project Boards and thematic sub-groups are set out below.

# King's Lynn Town Deal Governance Structure



KEY	
<span style="background-color: #0056b3; color: white; padding: 2px;"> </span>	TDB & Associated Boards
<span style="background-color: #8b4513; color: white; padding: 2px;"> </span>	Accountable Body
<span style="background-color: #e69d00; color: white; padding: 2px;"> </span>	BCKLWN assurance/scrutiny
<span style="background-color: #76b82a; color: white; padding: 2px;"> </span>	Project Team
<span style="background-color: #a6c9ec; color: white; padding: 2px;"> </span>	Advisory / consultative / strategy groups
<span style="background-color: #f1c232; color: white; padding: 2px;"> </span>	Norfolk County Council



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**Town Deal projects**

The 5 current Town Deal projects are:

Town Investment Plan Theme	Project	Town Deal Funding Allocated	Timeline	King's Lynn Vision
Innovative, growing businesses and skilled workforce	St George's Guildhall & Creative Hub	£8.097m capital (+other match)	Construction 2024-6	A skilled workforce for growing industry A home for innovative business
	Multi-User Community Hub	£7.4m capital (+£5m match)	Construction 2025	A skilled workforce for growing industry A repurposed town centre
Sustainably connected town	Active & Clean Connectivity	£4.23m capital (+£2.03m match)	Construction 2024-5	A sustainably connected town
Historic waterfront and repurposed town centre	Riverfront Regeneration	£4.17m capital (+£0.8m match)	Construction 2024-5	A revived historic waterfront
	Rail to River public realm	£245k capital (+ other match)	Construction 2023-4	A repurposed town centre

Previous projects, already completed include:

Town Investment Plan Theme	Project	Town Deal Funding Allocated	Timeline	King's Lynn Vision
Innovative, growing businesses and skilled workforce	School of Nursing Studies	£597,528 accelerated funding capital	Completed / operational	A skilled workforce for growing industry
	BOOST	£442,000 revenue	Towns fund element completed March 2024	A skilled workforce for growing industry

## King's Lynn Town Deal Board Chair Recruitment Pack

### Board Member Conduct

All members of the King's Lynn Town Deal Board shall observe the "Seven Principles of Public Life" (as detailed in the Code of Conduct) and will be bound by their own organisation's code of conduct in their work on the Town Deal Board. This includes each Board Member signing up to abide by the Nolan Principles of public life:

1. **Selflessness** Board Members should act solely in terms of the public interest.
2. **Integrity** Board Members must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
3. **Objectivity** Board Members must act and take decisions impartially, fairly and on merit, using the best evidence and without any form of discrimination or bias.
4. **Accountability** Board Members are accountable to the best interests of BCKLWN and the principal objectives of the Board.
5. **Openness** The Board must act and take decisions in an open and transparent manner.
6. **Honesty** Board Members should act with honesty, objectivity, and integrity.
7. **Leadership** Board Members should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

All members of the Board shall abide by the Code of Conduct and review their Declaration of Interests on an annual basis.

The Board shall give due consideration to all laws and regulations as appropriate.