

**King's Lynn Town Board
Board Member Recruitment Pack – Autumn 2024**



Welcome

Thank you for your interest in becoming a board member of the King's Lynn Town 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, then we would be delighted to hear from you.

The King's Lynn Town Board is the public-private partnership which brings together key agencies, organisations, and businesses in the area. They each have a commitment to drive the sustainable economic regeneration of the town and support its long-term economic growth and productivity. The Board is responsible for the oversight of the programme, making strategic decisions during the development and delivery of the Towns Fund 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.

We are looking to recruit further **private sector** representatives for the Board to strengthen private sector views and input. Board members are unremunerated volunteers.

The Borough Council of King's Lynn and West Norfolk (BCKLWN) is the accountable body for the £37m Town Deal programme for King's Lynn, working in partnership with the Town Board and Norfolk County Council to deliver the vision and investment across a range of exciting projects to transform the town.

If you have any questions or are interested in this opportunity, please contact a member of the programme team placebasedinvestment@west-norfolk.gov.uk in the first instance.

Vicky Etheridge
Interim King's Lynn Town Board Chair

King's Lynn Town Board Board Member Recruitment Pack – Autumn 2024

About the role

The Board has been in place since early 2020, and through that time, has overseen the development of the Town Investment Plan for King's Lynn, a successful agreement with HM Government to obtain a Town Deal and now having strategic oversight of the Town Deal programme.

The Board currently meets monthly, on a Friday afternoon, 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.

Role and Responsibilities – Board Members

The role of the Board Members is to support the Chair in ensuring the right steps are taken to help ensure the [vision](#) for the town becomes a reality. The responsibility of Board Members includes:

- Attending Town Board meetings
- Reflecting the agreed view of the Board in discussions with partners and stakeholders
- Taking account of views of other stakeholders and being mindful of different views and requirements
- Contributing to the implementation of Town Investment Plan projects, ensuring alignment with the stated vision and priorities
- Being an ambassador for the Town Board and King's Lynn.

Additional Duties

- Ensure that the Town Board remains true to the TIP vision, mission, and strategic direction, and is focused on the projects delivering against these
- Actively contribute to the Town Board meetings, making introductions to relevant contacts, and leading 'the ask' where appropriate
- Ensure that the Board's governance is of the highest possible standard in line with the Nolan Principles.

Time Commitment

The role of the Board members is likely to involve a commitment for Town Board meetings of 1/2 day per month, with additional time allowed for reading and

King's Lynn Town Board Board Member Recruitment Pack – Autumn 2024

commenting on papers, meeting preparation and being able to communicate regularly with the Chair. It is envisaged that the Board will meet formally 12 times a year.

There are opportunities to become more involved in specific projects, if desired, depending on your interests and expertise. Some Board Members are appointed as 'Project Champions' as set out in the Board's [Terms of Reference](#).

Remuneration

The Town Board members and the Chair are unremunerated volunteers.

Person Specification

The Board Member will need to show a high level of interest in the wider context of funding programmes and the significance of these in delivering interventions that will contribute to the future economic prosperity of King's Lynn. They will need to 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.

Business acumen, a strong sense of accountability and the ability to think strategically are important attributes for this role as are excellent inter-personal and communication skills.

Building a strong working relationship with the Chair and programme management team, will be vital to the success of the Town Deal.

You do not need to have any previous experience of being a member of a Board however we're looking for people who:

- Work in the private sector
- Can commit to the success of the Town Deal
- Can understand the strategic objectives set out in the Town Investment Plan
- Can see the 'big-picture' and think strategically
- Can demonstrate good networking and communications skills
- Can commit to diversity and inclusion
- Are willing to spend time being inducted into the work, prepare for meetings, action follow-up work they have agreed
- Can work effectively as part of a team to deliver the goals of the Board
- Are prepared to be public facing in the role, including providing a short biography to be displayed on the Vision King's Lynn website

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.

**King's Lynn Town Board
Board Member Recruitment Pack – Autumn 2024**

Location and term

Board meetings are held in person within King's Lynn, attendance can be virtual infrequently if necessary.
There is no formal term, however, it would be ideal if Board members would commit to sit on the Board for a minimum of one year.

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 fellow Board members. 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 email placebasedinvestment@west-norfolk.gov.uk including your CV and a covering letter setting out your motivation and how your experience and capabilities fit the role.

If you would like an informal discussion regarding your suitability for application, please contact:

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

Closing date **XXX**

Interviews are scheduled to take place on **XXX**

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

King's Lynn Town Board
Board Member Recruitment Pack – Autumn 2024

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 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 and commercial 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 accelerated 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*

Our Vision

To address these challenges and opportunities, the Town 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.*

King's Lynn Town Board Board Member Recruitment Pack – Autumn 2024

- *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

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 6 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

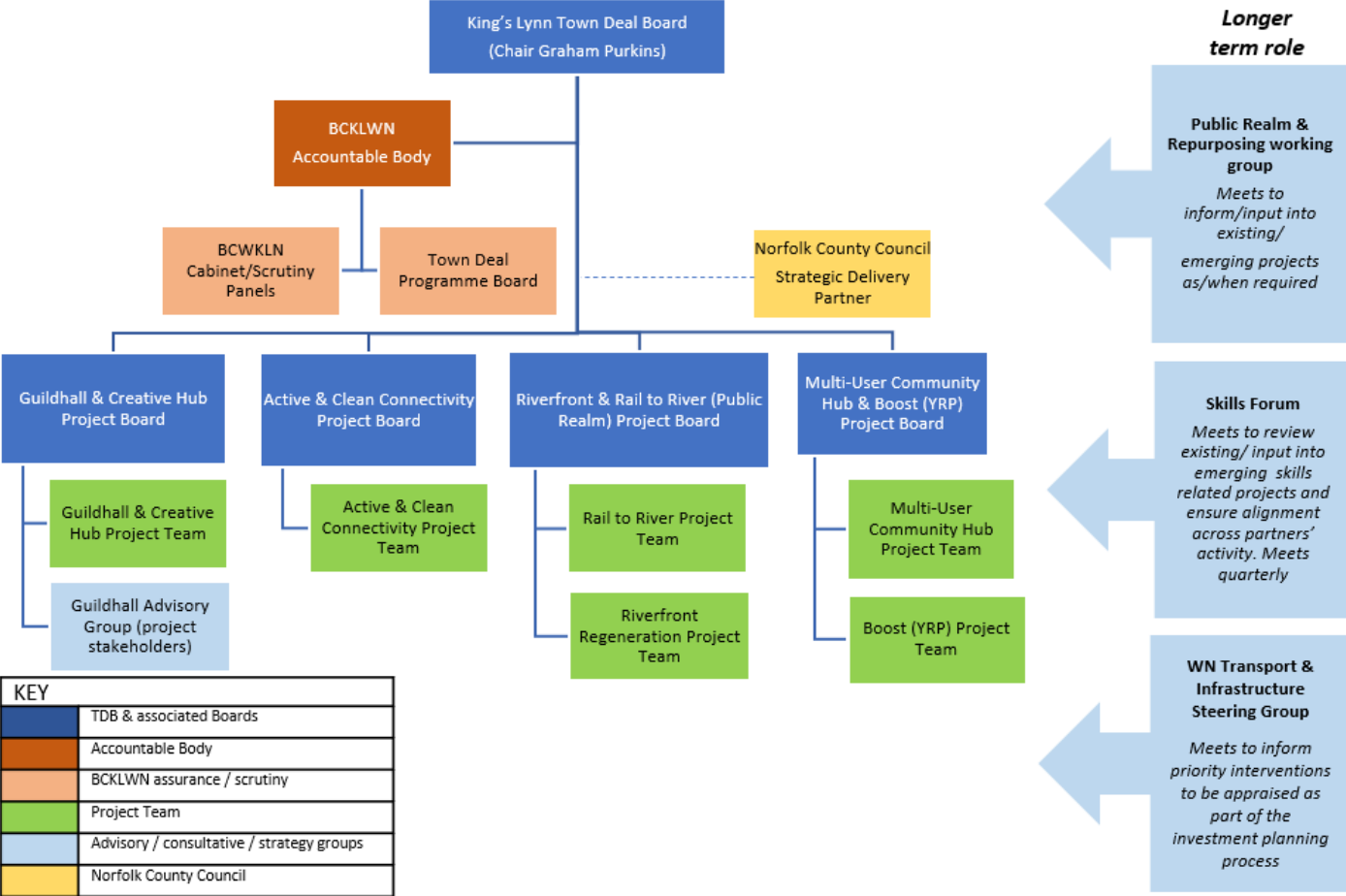
Organisation and Governance

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

BCKLWN are the accountable body for this partnership, responsible for supporting the Town 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 a committed Chair and supported by a professional programme team from BCKLWN and strategic delivery partner NCC. The governance structure of the Town Board and its relationship with Project Boards and thematic sub-groups are set out below.

King's Lynn Town Deal Governance Structure



Commented [JC1]: To be updated

King's Lynn Town Board
Board Member Recruitment Pack – Autumn 2024

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 2025-7	A skilled workforce for growing industry A home for innovative business
	Multi-User Community Hub	£7.4m capital (+£5m match)	Construction 2024-5	A skilled workforce for growing industry A repurposed town centre
Sustainably connected town	Active & Clean Connectivity	£4.23m capital (+£2.03m match)	Construction 2024-6	A sustainably connected town
Historic waterfront and repurposed town centre	Riverfront Regeneration	£4.17m capital (+£0.8m match)	Construction 2025-6	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 Board
Board Member Recruitment Pack – Autumn 2024

Board Member Conduct

All members of the King's Lynn Town 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 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.

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.

