



KING'S LYNN RENAISSANCE COASTAL COMMUNITY TEAM

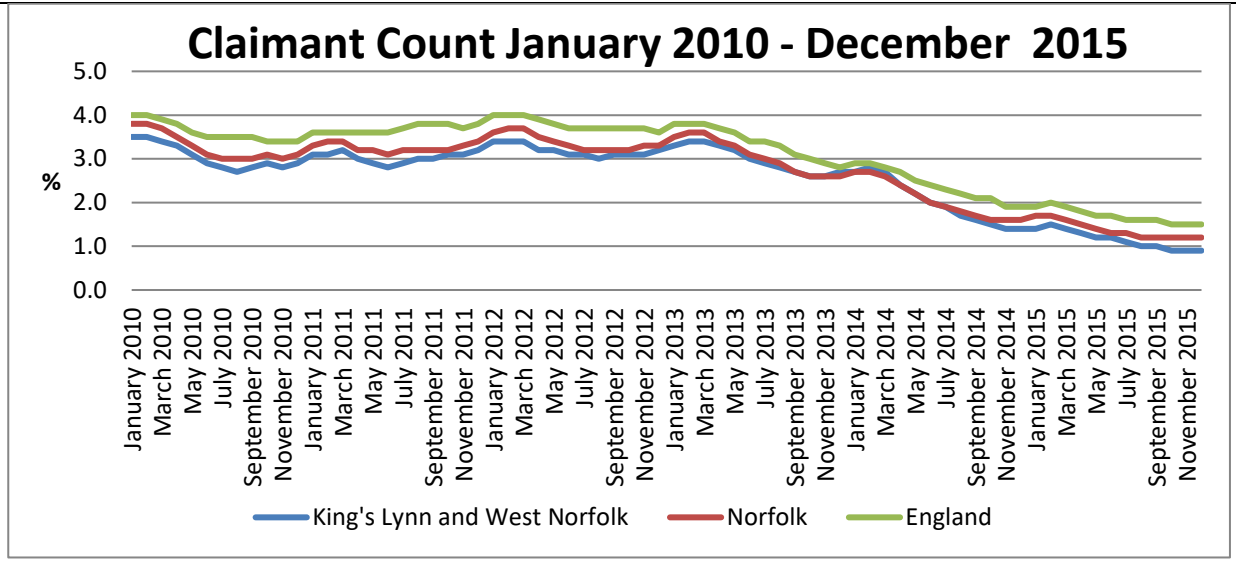
ECONOMIC PLAN

No	Heading	Information
1	Name of CCT	King's Lynn Renaissance
2	Single Point of Contact (SPOC)	Ostap Paparega, Regeneration, Heritage & Economic Development Manager 01553 616890 Ostap.paparega@west-norfolk.gov.uk
3 (a)	CCT Membership	Cllr Peter Hodson, Cabinet Member for Performance, Chair Barry Ward, Product Director, Wavenet Ltd, Vice-Chair Darren Taylor, Chairman, Discover King's Lynn Michael Baldwin, President, West Norfolk Chamber of Commerce Council Tess Gilder, Chairman, West Norfolk Tourism Forum Paul Brooks, ABP King's Lynn Port Manager David Pomfret, Principal, College of West Anglia

4	Accountable Body	Borough Council of King's Lynn and West Norfolk Does the Accountable Body have a representative on the CCT membership? Y																				
5	Local Area	<p>King's Lynn is a historic medieval town situated in West Norfolk. It is the main town, economic driver and service centre of an extensive and largely rural sub region which includes west Norfolk, north Cambridgeshire and south Lincolnshire. The population of the urban area of King's Lynn is 50,000 but the population of the sub region served by King's Lynn is approximately 200,000.</p> <p>King's Lynn contains 462 listed buildings (17 Grade I, 55 Grade II* and 390 Grade II), including the Grade I St Nicholas Chapel, England's largest surviving parochial chapel, Grade I St George's Guildhall, the largest surviving medieval guildhall in the country and the Grade I Hanse House (1485), the only surviving Hanseatic Warehouse in England, and 6 Scheduled Ancient Monuments (SAM), which showcase the heritage of King's Lynn and highlight its historic local, national and international importance.</p>																				
6	Context – community (suggested maximum 300 words)	<p><i>Economic Activity and Inactivity</i></p> <p>The economic activity rate¹ in the borough, over the period July 2014 to June 2015 was 79.5%. This was above the rate for the county and England. The employment rate² for those aged from 16 to 64 was 72.9% which was below the rate for Norfolk and England. 20.5% of the borough's working age population was recorded as being economically inactive over the same period, of which only around 18% wanted a job.</p> <p style="text-align: center;">Employment and Unemployment (July 2014 to June 2015)</p> <table border="1" data-bbox="524 826 1747 1070"> <thead> <tr> <th></th> <th>King's Lynn & West Norfolk (%)</th> <th>Norfolk (%)</th> <th>England (%)</th> </tr> </thead> <tbody> <tr> <td>Economic Activity</td> <td>79.5</td> <td>78.3</td> <td>77.7</td> </tr> <tr> <td>In Employment</td> <td>72.9</td> <td>74.2</td> <td>73.3</td> </tr> <tr> <td>Unemployed (model based)</td> <td>8.4</td> <td>5.3</td> <td>5.6</td> </tr> <tr> <td>Economically inactive</td> <td>20.5</td> <td>21.7</td> <td>22.3</td> </tr> </tbody> </table> <p>Source: Annual Population Survey ONS</p> <p>In December 2015 there were 826 people claiming Jobseeker's Allowance (JSA) in King's Lynn and West Norfolk which equates to 0.9% of the working age population. This was lower than the rate for Norfolk (1.2%) and England (1.4%).</p>		King's Lynn & West Norfolk (%)	Norfolk (%)	England (%)	Economic Activity	79.5	78.3	77.7	In Employment	72.9	74.2	73.3	Unemployed (model based)	8.4	5.3	5.6	Economically inactive	20.5	21.7	22.3
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¹ The number of people either in employment or unemployed but actively seeking work.

² The number of people in paid work.



Source: Claimant Count ONS

Occupational Structure

Employment by broad Occupational Groups July 2014 to June 2015

	King's Lynn and West Norfolk (%)	Norfolk (%)	England (%)
Major Group 1-3	38.9	36.3	44.5
Managers, Directors & Senior Officials	9.1	10.4	10.5
Professional Occupations	17.3	15.1	19.8
Associate Prof & Tech Occupations	12.5	10.8	14.2
Major Group 4-5	21.1	24.5	21.1
Administrative & Secretarial Occupations	7.6	10.2	10.6
Skilled Trades Occupations	13.5	14.3	10.5
Major Group 6-7	15.3	17.7	16.7
Caring, Leisure & other Service Occupations	7.7	9.3	9.1
Sales & Customer Service occupations	7.6	8.4	7.6
Major Group 8-9	24.6	21.1	17.0
Process, Plant & Machine Operatives	10.1	7.9	6.2
Elementary Occupations	14.5	13.2	10.8

Source: Annual Population Survey ONS

In the twelve months between July 2014 and June 2015 King's Lynn and West Norfolk had a higher proportion of people employed in lower paid occupations, particularly elementary occupations, than Norfolk as a whole which in turn was higher than England. Conversely the borough had a lower proportion of people in the higher paid occupations than England but a higher proportion than the Norfolk average.

Full Time/ Part Time Employment Split

King's Lynn and West Norfolk, at 63.9%, had below the county and England average proportion of full time workers (64.8% and 68.5%).

Skills and Education

Educational Attainment

In the borough in 2014, at Key Stage 4, 45.3% of pupils obtained 5 or more GCSE grades A* to C including English and Maths. This compared with 52.5% in Norfolk and 56.6% in England. Compared with the results in 2011 the 2014 results for the borough had fallen by 0.5%. Results for Norfolk and England also fell with the results for Norfolk down by 2.9% and for England down by 2.3%.

Key Stage 4 Educational Attainment (2014)

	King's Lynn and West Norfolk	Norfolk	England
% obtaining 5 or more GCSE grade A*-C including English and Maths	45.3	52.5	56.6
% obtaining 5 or more GCSE grade A*-C or equivalent	53.0	61.6	65.5

Source: Norfolk County Council

Qualification Levels

In 2014 23.9% of the borough's working age population were qualified to NVQ level 4 and above which was the same figure in 2010. 10.0% of the working age population (8,700 people) in the borough had no formal qualifications compared with 9.3% in Norfolk and 8.6% in England. Since 2010 the number of people with no qualifications has fallen by 4.6% which is greater than that for Norfolk (3.7%) and England (2.5%).

Qualification Levels in Working Age Population 2010 and 2014

	King's Lynn and West Norfolk (%)		Norfolk (%)		England (%)	
	2010	2014	2010	2014	2010	2014
NVQ Level 4+	23.9	23.9	26.0	27.9	31.1	35.7
NVQ Level 3+	40.6	47.9	46.2	50.4	50.7	56.5
NVQ Level 2+	57.0	66.7	63.4	69.8	67.0	73.2
NVQ Level 1+	76.6	84.9	78.9	84.9	80.3	85.1
Other Qualifications	8.8	5.2	8.1	5.9	8.6	6.2
No Qualifications	14.6	10.0	13.0	9.3	11.1	8.6

Source: Annual Population Survey, ONS

7	Context – economy (suggested maximum 400 words)	<p>Information on key employment sectors is taken from the Business Register and Employment Survey 2014. This survey is a business based sample survey and does not include any information on self-employment. The data has been rounded to the nearest 100 employees (this is a requirement under the Statistics of Trade Act (STA) 1947 and subsequent legislation).</p> <p>Business Sectors</p> <p>In 2014 the top five employment sectors in King's Lynn and West Norfolk were health (8,000 employees), retail (6,600 employees), manufacturing (6,600 employees), accommodation and food (4,700 employees) and education (4,100 employees).</p> <p>Agriculture, forestry and fishing is an important sector in King's Lynn and West Norfolk economy reflecting the large amount of high quality agricultural land in the borough and the Wash based fishery. In 2014 200 people (0.4% of all employee jobs) were employed in this sector. This compared with 0.5% for Norfolk and 0.6% for England. However the Business Register and Employment Survey does not include farm based agricultural jobs so significant under represents the number of jobs in this sector. The Defra statistics recorded that in 2014 3,500 people in the borough were employed in farm based agriculture, of which 33% were casual.</p> <p>In 2014 there was a higher proportion of people employed in manufacturing in King's Lynn and West Norfolk than in Norfolk and England (13.0% compared with 10.0% for Norfolk and 8.3% for England).</p> <p>Within the manufacturing sector in the borough 27.9% of all jobs in this sector were in the manufacture of food products with the sub sectors of production of meat and poultry meat products (25.7%), processing and preserving of fruit & vegetables (19.4%) and manufacturing of sugar (17.5%) being the largest ones. 23.9% of manufacturing jobs were in the manufacturing of machinery and equipment, where the most dominant sub sectors were the manufacture of non domestic and ventilation equipment (44.4%), manufacturing of bearing, gears, gearings and driving elements (18.2%) and manufacturing of agricultural and forestry machinery (24.5%).</p>
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		<p>A greater proportion of people were employed in the public sector (public administration, education and health) in the borough than in Norfolk as a whole. 14,300 people were employed in the public sector (28.1%) compared with 23.9% in Norfolk and 26.5% in England. The figures do not include the Service personnel so excludes the military jobs based at RAF Marham.</p> <p>Retail employed 13.0% of the workforce which was higher than both the county figure (11.8%) and England figure (9.9%). When the related sectors of wholesale and motor trades are added the combined retail sector employs 19.8% of the workforce compared with 18.1% for the county and 15.9% for England.</p> <p>Employment in the business administration & support sector in the borough at 7.3% was less than the figure for the county (7.9%) and England (8.9%).</p> <p>Information and communications and finance and insurance were less dominant sectors in the borough. Borough proportions were 0.9% and 2.0% respectively. This compared with 2.2% and 3.6% at the county level and 4.3% and 3.8% for England.</p> <p>The professional, scientific and technical sector was also less dominant in the King's Lynn and West Norfolk economy. Only 3.8% of people were employed in this sector compared with 5.4% countywide and 8.4% for England.</p>
8	Related initiatives	<p>King's Lynn is one of ten Heritage Action Zones (HAZ) in the country and the only one in the East of England. King's Lynn HAZ was launched on 1 April 2017 and is a partnership between the Borough Council, Historic England, Greater Cambridge Greater Peterborough LEP, Norfolk County Council, Norfolk Chamber of Commerce and King's Lynn Business Improvement District. The aim of HAZ is to support historic places deliver economic growth.</p> <p>Discover King's Lynn is the town's Business Improvement District whose aim is to put King's Lynn on the map not only as a tourist and retail destination and to showcase everything that is great about the town, but to also support the businesses within the BID area, ensuring that King's Lynn remains competitive and that money is spent on projects and services which generate a positive return for the businesses within the historic town centre.</p> <p>The Borough Council is member of New Anglia LEP and Greater Cambridge Greater Peterborough LEP.</p>
CCT PLAN		
9	Ambition	<p>The Vision for King's Lynn is that it will be an attractive, vibrant and prosperous town, where businesses and people choose to invest live, work and visit. The Vision will be delivered through:</p> <ol style="list-style-type: none"> 1. King's Lynn being the primary retail, leisure and cultural centre serving the populations of West Norfolk, North Cambridgeshire and South Lincolnshire

2. King's Lynn being a strong economic centre where there is a diverse employment base built on the town's strengths in engineering, food and food related activities, and tourism with the emphasis on the more technically advanced, higher value added activities providing higher quality, better paid and sustainable jobs

The Economic Plan is a statement of intent focusing on the opportunities and priorities that will be pursued to deliver growth and realise the economic potential of the borough. It covers the period 2016 to 2020.

Economic growth needs to be progressed alongside other aspects of the borough's development including land use planning, education and skills, transport, services and the environment. The Local Development Framework's Core Strategy provides the planning framework within which the growth aspirations sit.

The key objective for the Economic Plan is to deliver a step change in the economic performance of the area by prioritising investment activity. This will require identifying and overcoming the barriers to investment including access, infrastructure and site availability; making best use of public funding and assets and encouraging and stimulating private sector investment; and increasing employment through workforce development, raising skills and the levels of qualifications.

In this context the Plan:

- a. sets the priorities for investment to stimulate economic and housing growth in the borough;
- b. establishes a delivery programme for short and medium term projects (2016-2020);
- c. informs, and is informed by, the Strategic Economic Plans (SEPs) and EU Structural and Investment Fund Strategies (ESIFs) for the Greater Cambridge Greater Peterborough and New Anglia LEPs and the business and investment plans for national and sub national agencies;

provides the evidence base for levering in funding from local, national and European funding programmes

Evidence shows that the sectors in the local economy with growth potential are:

- a. **Food manufacturing, agri-tech and agribusinesses** – This sector embraces the complete food supply chain from primary production through to food processing and distribution including agrichemicals and biofuels, research and development of technology and the manufacturing of agricultural and processing machinery. The borough has a strong representation in this sector and a number of leading edge businesses. The sector employs 6,200 people which is equivalent to 13.0% of the workforce compared with 9.4% nationally.
- b. **Advanced engineering and hi-tech manufacturing** - This sector includes manufacturing, engineering, technical consultancy and associated research and development. This sector is well developed locally, benefitting from significant expertise amongst the existing businesses and the supply chain activity. The sector is estimated to provide 2,400 jobs in

		<p>the area, representing 5.1% of local employment (compared to 3.8% nationally). This sector has the potential to boost the area's GVA and productivity, especially through export growth.</p> <p>c. Tourism - The tourism and hospitality sector is diverse and includes accommodation, tourist attractions, sports and recreation activities, bars and restaurants. The value of tourism to the local economy is estimated to be £525m per annum. The area is diverse with historic and natural assets, vibrant towns and an attractive rural environment. There are opportunities to further develop this sector by encouraging more overnight stays, and making more of the potential offered by attractions.</p>
10	Needs of the community and intentions of the team to meet them.	<p><u>Business and Enterprise</u></p> <ul style="list-style-type: none"> • The new business formation rate is very low, with the area ranking in the bottom 20% of districts nationally. In 2013, 10,97% of all businesses registered for VAT compared with 11.41% in Norfolk and 14.28% nationally. • Between 1998 and 2014, the total business stock in King's Lynn and West Norfolk changed by 35.35%. This change places the area in the bottom 20% of districts nationally. Over the same time period, the number of businesses in Norfolk changed by 45.12%. <p><u>Labour Market</u></p> <ul style="list-style-type: none"> • Between September 2005 and September 2014, the employment rate in King's Lynn and West Norfolk changed by -5.3%. This places the area in the bottom 20% of districts nationally. By comparison, the employment rate changed nationally by 0.41% <p><u>Industrial structure:</u></p> <ul style="list-style-type: none"> • King's Lynn and West Norfolk is ranked 322 out of 380 districts on the industrial structure score, indicating a knowledge economy that performs in the bottom 20% of districts nationally. • Between 2012 and 2013, employment in knowledge-driven sectors in King's Lynn and West Norfolk changed by -8.13%. This places the area in the bottom 20% of districts nationally. By comparison, the sector changed nationally by 1.28% <p><u>Skills & Qualifications</u></p> <ul style="list-style-type: none"> • The proportion of the working age resident population qualified to NVQ level 4 and above in King's Lynn and West Norfolk is very low, with the area ranking in the bottom 20% of districts nationally. In 2013, 22.81% held a degree of equivalent, compared with 29,94% in Norfolk and 35.25% nationally

		<ul style="list-style-type: none"> The proportion of the working age resident population qualified below NVQ level 2 in King’s Lynn and West Norfolk is high. In 2013, 17.71% of working age residents had either NVQ level 1 or no qualifications, compared with 15.98% in Norfolk and 15.35% nationally <p><u>Transport and connectivity</u></p> <ul style="list-style-type: none"> The borough performs in the bottom 20% of districts nationally in terms of levels of connectivity to intercity rail, motorways and airports <p>Indices of Multiple Deprivation (IMD)</p> <p>The following wards fall within the Team area: St Nicholas with St Margaret's Ward, North Lynn and South Lynn. These wards experience some of the most severe levels of deprivation in the country.</p> <p>The Index of Multiple Deprivation (2015) shows that the King’s Lynn CCT area has the following ranks of Lower Super Output Areas (LSOA):</p> <p>1 LSOA in the 3% most deprived in the country 7 LSOAs in the 10% most deprived in the country 6 LSOAs in the 20% most deprived in the country</p> <p>King's Lynn having active and empowered communities that have the capacity and ability to respond to local needs at the local level with the emphasis on raising aspirations, confidence and motivation in the poorer and most disadvantaged communities.</p>
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DELIVERING THE PLAN

11	Strategic priorities and goals	<table border="1"> <tr> <td colspan="2" style="text-align: center;">PRIORITY ONE - LOCATIONS</td> </tr> <tr> <td colspan="2" style="text-align: center;">Strengthening key employment locations</td> </tr> <tr> <td>a.</td> <td>Secure the vitality of King’s Lynn as a primary sub-regional economic centre</td> </tr> <tr> <td>b.</td> <td>Maximise the economic potential of strategic employment locations</td> </tr> <tr> <td colspan="2" style="text-align: center;">PRIORITY TWO - BUSINESSES</td> </tr> <tr> <td colspan="2" style="text-align: center;">Supporting business growth and investment</td> </tr> <tr> <td>a.</td> <td>Provide effective business support to assist businesses to start and grow</td> </tr> <tr> <td>b.</td> <td>Support local SMEs to reinvest in the borough</td> </tr> <tr> <td>c.</td> <td>Attract new foreign and domestic inward investment</td> </tr> </table>	PRIORITY ONE - LOCATIONS		Strengthening key employment locations		a.	Secure the vitality of King’s Lynn as a primary sub-regional economic centre	b.	Maximise the economic potential of strategic employment locations	PRIORITY TWO - BUSINESSES		Supporting business growth and investment		a.	Provide effective business support to assist businesses to start and grow	b.	Support local SMEs to reinvest in the borough	c.	Attract new foreign and domestic inward investment
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		<p>d. Encourage innovation and new process and product development</p> <p style="text-align: center;">PRIORITY THREE - SKILLS Developing a workforce with the skills required by a growing economy</p> <p>a. Improve the engagement between businesses and training providers and schools</p> <p>b. Increase work placements, apprenticeships and internships</p> <p>c. Improve access to careers advice</p> <p>d. Raise attainment and employability skills</p> <p style="text-align: center;">PRIORITY FOUR - INFRASTRUCTURE Infrastructure improvements to unlock housing and employment growth</p> <p>a. Increase the availability of high quality employment premises</p> <p>b. Ensure that the transport and utilities infrastructure will enable future growth</p> <p>c. Connect people with jobs and markets</p> <p>d. Increase the provision and range of housing</p>
12	Key projects and interventions	<p>PRIORITY ONE - STRENGTHENING KEY EMPLOYMENT LOCATIONS</p> <p>This priority builds on the Local Development Framework policies of improving the vitality and functioning of key employment locations and settlements as places for people to live, work and visit.</p> <p>Strengthening the role of King's Lynn as a primary sub regional centre</p> <p>King's Lynn is the main town, economic driver and service centre of an extensive and largely rural sub region which includes west Norfolk, north Cambridgeshire and south Lincolnshire. The population of the urban area of King's Lynn is 46,000 but the population of the sub region served by King's Lynn is approximately 200,000.</p> <p>A comprehensive development and investment programme needs to be developed to meet the physical, economic, social and cultural needs of the town with the aims of:</p> <ol style="list-style-type: none"> a. strengthening the role of the town as a key sub regional centre; b. growing the population of the town to 50,000 and delivering a housing programme of at least 7,000 new dwellings; c. encouraging economic growth to support the increased population and provide around 3,000 additional jobs; d. putting in place transportation measures to improve links to the town and movement within it, in order to release key sites for housing and employment growth; e. providing the necessary public utilities, services and facilities to support the growth and serve the King's Lynn sub region; and raising skill and education levels to meet employer demands, raising aspirations and increasing average earnings.

TABLE	Project	Partners
1. Town Centre Extension	Provision of 20,000 square metres of retail and leisure floorspace	Borough Council Private sector
2. Southern Town Centre Regeneration Scheme	Grant scheme to bring commercial and other premises back into use.	Borough Council Heritage Lottery Fund Private sector
3. Develop a centre of excellence in advanced manufacturing & engineering	Develop a business campus on Nar Ouse Enterprise Zone centred around the King's Lynn Innovation centre	Borough Council Private partners New Anglia LEP
4. South Quay Regeneration – Nelson Quay project	Redevelopment of key sites on the South Quay for employment and housing uses	Borough Council

PRIORITY TWO - SUPPORTING BUSINESS GROWTH AND INVESTMENT

The focus is on developing those businesses that have the potential to grow and by encouraging the creation of new businesses, attract new investment and improve the competitiveness of existing businesses. To support the growth there is the need to raise the level of skills and qualifications and to address the barriers that prevent individuals from accessing employment, training and learning

Fostering enterprise and stimulating business growth and investment

The growth of the economy requires supporting the growth and development of the key businesses and sectors; facilitating the creation and survival of new businesses; and attracting inward investment and supporting reinvestment by existing businesses. To enable this growth the focus will be on activities that will create new sustainable jobs as well as the retention of existing jobs.

TABLE	Project	Partners
1. Business Start-up Programme	Provision of business start-up advice information and guidance	New Anglia LEP NWES
2. Business Support Programme	Provision of business advice information and guidance	Borough Council GCGP LEP & New Anglia LEP Growth Hubs
3. King's Lynn Creative Hub	Providing space and support for networking, business development and community engagement within the creative, cultural and tech sectors	Borough Council
4. Invest in West Norfolk	Marketing of the borough as a business location	Borough Council

		<p>5. Visit West Norfolk</p> <p>Marketing destinations and tourism products within the borough</p> <p>Borough Council West Norfolk Tourism Forum Visit Norfolk</p> <p>20</p>
		<p>6. Shared Technology Centre</p> <p>Space and state-of-the-art equipment for prototyping and product testing</p> <p>Borough Council GCGP LEP & New Anglia LEP</p> <p>20</p>
		<p>7. 'Sail the Wash' project</p> <p>Provision of mooring and leisure facilities in King's Lynn and coastal towns in Fenland and South Lincolnshire and marketing these facilities</p> <p>Borough Council of King's Lynn and West Norfolk Fenland District Council Lincolnshire County Council</p>
13	Resources	<p>The plan is being delivered by the Borough Council's Regeneration and Economic Development Team in partnership with external agencies, as follows:</p> <p>'Sail the Wash' – in partnership with Fenland District Council and Lincolnshire County Council</p> <p>Heritage Action Zone - in partnership with Historic England and Norfolk County Council</p> <p>Nelson Quay project – in partnership with the Department for International Trade, New Anglia LEP Norfolk County Council</p> <p>King's Lynn Creative Hub – Business Rates Pool funding secured to carry out a feasibility study in 2018</p>
14	Funding	<p>Funding has been secured from Norfolk Business Rates Pool for the design of the infrastructure required to unlock the South Quay Regeneration Area. A professional team has been appointed to design the works and secure planning consent for the delivery of the infrastructure works.</p> <p>Funding has been secured from Norfolk Business Rates Pool to carry out a feasibility study into the creation of a Creative Hub in King's Lynn.</p> <p>Funding has been secured through the Heritage Action Zone programme for a feasibility study into the unlocking of brownfield sites for residential and commercial development in King's Lynn town centre.</p>

15	Consultation	Consultation carried out with businesses and key stakeholders by external consultants on the 'Sail the Wash' project – existing mooring facilities in coastal towns in West Norfolk, Fenland and Lincolnshire; demand for such facilities; joint marketing opportunities
COMMUNICATIONS		
16	Communications Contact	<p>Ostap Paparega, Regeneration, Heritage and Economic Development Manager 01553 616890 Ostap.paparega@west-norfolk.gov.uk</p> <p>Sharon Clifton, Communications Manager 01553 616711 Sharon.clifton@west-norfolk.gov.uk</p>
CCT LOGISTICS		
17	Management of team	It is envisaged that the team meets four times a year. The team includes representatives of local businesses, local tourism businesses, town centre businesses, local college and the port authorities.
18	Areas of Specific Interest	Tourism Heritage Marketing Arts & culture