

Selection Criteria – A new tenant for the Walks Football ground

The aim of the Borough Council is to facilitate the re establishment of a successful non league side to represent King's Lynn.

The Borough Council as owners of the Walks ground will play a key role in determining which of the various consortia it is willing to lease the ground to.

The Borough Council is prepared to lease the ground to a new consortia on the same terms as applied to the lease to King's Lynn FC which was recently the subject of a winding up order. The draft Heads of Terms are attached.

In determining which consortia to enter into a lease arrangement with the Borough Council will assess the proposals in accordance with the following criteria:-

1. Sound Business Plan – Weighting 40%

Proposals will be expected to demonstrate a clear and realistic vision for the future of the club as a whole, based on a sustainable financial model which is not dependant upon high levels of continued subsidy from directors. The business plan should incorporate detailed financial forecast for the first 3 years of operation together with high level forecast for the next 7 years. A marketing strategy should also form part of the proposal. Reference should be made of the groups plans with respect to reserve and youth team football, if any.

2. Skills and Experience – Weighting 35%

Proposals should demonstrate clearly that the Board will have an appropriate mix of the business skill and the football knowledge required to run the club as a successful business. A track record of successfully running a similar sports based business would be an added advantage.

3. Community Involvement – Weighting 25%

It is important to the Borough Council that proposals include a clear and concrete explanation as to how the clubs supporters will be involved in the strategic direction of the club. This might for example include the reservation of one or more board places for representatives of bona fide supporters groups.

The Council has an absolute requirement that the club plays a full and active part in the King's Lynn Football in the Community Scheme. The benefits to the club of so doing will be reflected in the lease for the ground.

Please note that the breakdown of the points to be awarded for each of the above categories is shown below.

4. FA/League Approval

The Council will not finalise a lease for the ground until such a time as the successful consortia can demonstrate in writing that they have been accepted by the Rigeons Premier League and been affiliated to the Football Association.

Other Matters

The Borough council will undertake a financial assessment of each consortia in order to satisfy itself that the members of the successful consortia are able to fully meet the councils financial requirements.

Equal Opportunities - An equal opportunities policy will need to accompany each proposal.

Health and Safety – A health and safety policy will need to accompany each proposal.

Business Structure – Each proposal should clearly explain the business structure to be used in running the clubs affairs (Limited Company, Industrial and Prudent Society etc). Please specify the proposed office holder for the key roles within the new club including Chair/Vice Chair, company Secretary and Finance Director.

Walks Stadium – Scoring Criteria

Weighting Breakdown	%
<i>Sound Business Plan (40%) weighting</i>	
Business Plan	20
Marketing Strategy	12
Plans for club other than first team	8
	40
<i>Skills and Experience (35% weighting)</i>	
Business skills/Experience	20
Football business knowledge/experience	15
	35
<i>Community Involvement (25% weighting)</i>	
Involvement of Community	10
Involvement of supporters	15
	25

The Walks Stadium site – Draft Heads of Terms

- Term : 25 years.
- With effect from : 1st February 2010
- Demise : Land & Buildings known as King's Lynn Football Ground extending to approximately 4.94 Ac (1.99 Ha).
- Rent : The rent will be 2% of gross receipts received by the Club (please see note below). The club will be required to submit quarterly management accounts not more than six weeks after the end of each quarter to the Councils Property Services Manager and a full set of audited accounts not more than six months after the end of the financial year. Failure to do either will result in an immediate end to the concessionary rental and trigger a full rent review.
- Rent Review : The Borough Council will review the rental level annually on the submission and assessment of the clubs input into and level of active involvement in the football in the community scheme (please see note below)
- Repairs : Tenant responsible for all repairs.
- Insurance : Landlord to insure.
- Permitted Use : Football Ground, sports and associated leisure activities, or such other uses as the Landlord shall agree.

Note: it is proposed that in lieu of the Football Clubs involvement with community football programme the rent will be reduce to £1 per annum. This provision will be review annually.