discover KING'S LYNN
King's Lynn BID

# Discover King's Lynn Business Plan

## 2027 - 2032




www.discoverkingslynn.com

# Your Town, Your BID, Investing in Our Future



I have been involved with the BID for over ten years, as a member of the initial steering group in 2016 through to my current role as Chair. Reflecting on our aspirations for a BID and the Town Centre in 2016, and looking back at what we have delivered in nine years, I am proud of what we have achieved.

We have built a programme of popular, regular events that are a fixture in King's Lynn's calendar, boosting footfall and adding value. Our Street Ranger service provides invaluable support to retail businesses and the evening economy, as well as wider benefits to the town centre by responding to 1st aid and welfare issues, picking up on streetscene problems and dealing with low level anti-social behaviour.

Raising the profile of the town through marketing campaigns and events is one of our cornerstone activities, and our social media reach and impact has grown year-on-year. I am excited for what the Discover King's Lynn App will add as it develops, and user numbers grow. Bringing in additional funds was always an aspiration, and we have successfully delivered more and different activities by leveraging external funding. Providing value for money for levy payers is critical; regular free, or subsidised training, networking and collaboration opportunities has been a key deliverable for the team.

It is clear to me that without a BID these activities will be lost. No one will step up to replace them and I am certain it will have a detrimental impact on footfall, sales, the town offer, crime and anti-social behaviour. As we move closer to Local Government Re-organisation and potential devolution, the need for a united, respected and trusted voice for business and King's Lynn Town Centre is more important than ever. Your BID has proved to be that voice, during COVID, post-COVID and more recently in shaping local regeneration and economic strategies. There is no other organisation to champion the Town and the needs of the business community.

I urge you to vote **yes** to continue to have a voice, vote **yes** for a dedicated team to tackle retail crime, vote **yes** for a voice that champions and promotes the Town through regular events and focused marketing platforms.

This is Your Town, use Your vote to invest in the future of King's Lynn.



*Sharon Edwards*

Chair, Discover King's Lynn

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The Custom House

"The King's Lynn BID has played an important role in supporting the town's business community, helping to create a more vibrant and welcoming destination for both visitors and local residents. From promoting the town and organising events to encouraging collaboration between businesses, the BID has helped raise King's Lynn's profile and strengthen the local economy."

David Kneeshaw, General Manager, Dukes Head Hotel

# About Discover King's Lynn

Discover King's Lynn (King's Lynn BID Ltd), is the Business Improvement District for King's Lynn Town Centre. Established on 1 April 2017, King's Lynn BID Ltd is a company limited by guarantee and is overseen by a Board of non-executive, unpaid Directors. It employs a small team of staff to deliver its services.

As a town centre retail BID, Discover King's Lynn was founded with the vision;

"To create a vibrant town centre we can all be proud of, where businesses prosper, our communities thrive and for visitors, a true destination of choice."

Nearly ten years on, this vision remains as relevant as ever. It aligns with local strategies including the West Norfolk Economic Strategy and King's Lynn Pride in Place Plan, and reflects aspirations of many businesses.

# About the King's Lynn BID Ltd Board

The composition of the Board aims to reflect the make-up of the town centre in terms of sectors, national versus independents and different geographical zones. The Board's role is to monitor the implementation of the Business Plan, hold the team to account and be accountable to our levy payers. The Board are responsible for ensuring compliance with company legislation.

Our current Board Members are:



**Sharon Edwards – Chair**
Sharon is a Partner at Mapus-Smith and Lemmon and is the only remaining founding member of King's Lynn BID Ltd. Sharon is passionate about supporting independent businesses and providing opportunities for young people.



**Jenny Richards – Vice-Chair**
Jenny is the owner of Prontaprint Norfolk, based in St James Street. Jenny is an advocate for female entrepreneurs and encouraging greater business collaboration in the Town.



**Ian Cooper – Owner/Director, Cooper & Elms**
Ian is an ardent supporter of the Town and small business.



**Julie Easter – Managing Director, Kenneth Bush Solicitors**
Julie champions staff wellbeing and supports staff recruitment and performance management.



**Ewa Arthur – General Manager, Poco Lounge**
Part of the Lounges Group, Ewa brings a valuable food and drink perspective, as well as active business / community engagement.



**Sarah Haynes – Manager, Boots**
A Board member since 2017 and an active participant of schemes pre-dating BID such as the Healthy High Street. Sarah brings the national retailer perspective to the Board.



**John Harrison – Owner/Director, Youngsters World and B&J Models & DIY Shop**
A board member since 2017, John has been instrumental in setting up and supporting the Street Ranger service. It was John's idea to purchase the 6 defibrillators, which now also hold bleed kits.

## Looking Ahead

Subject to a successful ballot outcome, we will be seeking to recruit additional Board members to ensure the Board continues to represent the breadth and diversity of King's Lynn's business community.

# The Discover King's Lynn Team

The Discover team is currently made up of 4.4 FTE posts; a Manager, Marketing Executive, 2 Street Rangers and an Events & Office Administrator. According to the British BIDs Annual Survey 2025, the median number of staff directly employed by BIDs is 2.1. However 80% of BIDs also use contractors instead of directly employing staff. We currently plan, organise and deliver all of our events and marketing in-house. Post-ballot we will review our working model and benchmark with comparable BIDs to ensure we have the most efficient and effective structure.



The Place Pop Up Shop

# About BIDs, The National Context

A Business Improvement District is a business-led, business funded organisation, formed to improve a defined commercial area. BIDs have been in operation in the UK since 2004. According to the British BIDs Spring Report 2026, there are now 352 BIDs across the UK, contributing £184,971,060 per annum to the economy.

The average BID has 450 hereditaments and an annual levy worth £526,983.

The number of BIDs has been growing steadily over the last 10 years but is now starting to slow down.

249 of the 352 BIDs are focussed on town or city centres and deliver services from street cleaning to Christmas lighting, ambassadors and rangers, events and marketing. Crime and safety is an increasingly important priority for BIDs according to the British BIDs Annual Survey & Report 2024/25.

BIDs are no longer focussed solely on service delivery around events, street cleaning and crime. They are increasingly regarded as an important stakeholder in place-shaping, getting involved in local strategy and policies regarding growth and regeneration.
This is recognised nationally, BIDs have been referenced in recent Government policies including the 2019 Towns Fund and the 2025 Pride in Place Strategy.

**"What the BID does better than any alternative is provide a collaboration point for businesses in the town to work to attract the people to the town.**

**Without the BID I cannot see what would fill this valuable role."**

**Rian Benefer, Commercial Director, Maze Media**

# What We've Delivered







Chair of Neighbourhood Board since

2024







New Retro Event

RECOLLECT

DELVE INTO THE DECADES

disc

182 Users

7

Halloween events




Footfall Regained

93.7%

of 2019 Annual Footfall






4,400 +

App User Downloads

15,000 +

Social Media followers




66

Subsidised Radios & New Batteries





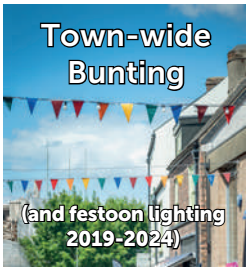

# 2017 - 2026










6
Mayor's Business Award - King's Lynn Champion




25+
Training Courses

45
Litres of hand sanitiser










£200k
additional funding secured

Supported 8 organisations
to deliver other town-wide events

1 Beauty Week

3
Summer Street Entertainment programme

2
Business Weeks




500
Covid Signage Packs






# Impact of Activities

## 2022-2026

## Priority 1 - To Shout About King's Lynn Town Centre and All That it Has to Offer



Open Air Film Night & Street Food

**Impact measure: Closing the gap on 2019 footfall figures**
Update: Using data from the Vancouver Quarter footfall counters, the town centre has regained 93.7% of its 2019 annual footfall. Industry benchmarking from Springboard shows that King's Lynn's recovery compares favourably with many towns of a similar size.

**Impact measure: An uplift in footfall during holiday season and around events**
Update: April 2026 footfall actually exceeded April 2019 by 1,600 visits (+0.3%). This suggests that Easter activity is now performing at, or slightly above, pre-pandemic levels. Similarly, the impact of Halloween on October 2025 footfall shows recovery to 97% of the equivalent month in 2019. Footfall figures for November and December 2025 reached approximately 94.4% of pre-pandemic Christmas footfall.

**Impact measure: Double the number of website traffic and social media followers by the end of the 2nd term**
Update: Total Facebook Followers - 10,211,total Instagram Followers - 5,763
= 74% increase since 2022. We have made several changes to our website during this period and haven't been able to consistently record website traffic.

**"Seasonal events have become one of King's Lynn's greatest strengths. Through the partnership between Discover King's Lynn and the Vancouver Quarter, we've created a programme of high-quality, free family events that gives people compelling reasons to visit the town centre.**

**The figures speak for themselves—Easter footfall has returned to, and even slightly exceeded, pre-pandemic levels, while Halloween and Christmas continue to perform significantly better than many comparable UK market towns. This collaborative approach not only supports our retailers but reinforces King's Lynn's reputation as one of the region's leading market towns for seasonal events and family experiences." Alistair Cox, Centre Manager, Vancouver Quarter**

# Priority 2 - To Support & Strengthen Business



Street Rangers

"We have a high detection rate when it comes to retail crime in King's Lynn. There is no doubt in my mind that the Street Rangers, and our partnership with BID and businesses, contributes to this."

Insp Howard Elvidge, West Norfolk Neighbourhood Policing Inspector, Norfolk Constabulary

**Impact measure: Reduction in retail crime and in the value of goods stolen**

Update: BID area recorded incidents of shoplifting and overall crime remain broadly consistent, despite a sharp rise nationally.

**Impact measure: Reduction in number of empty premises**

Update: Total number of vacant units remains around the same over the 5 year period at 12.6%, slightly below the national average. The type and size of units has changed noticeably in the last year with larger, retail units remaining vacant.

"The Shopwatch Group, DISC and the Street Rangers are really important for Town Centre retailers. They help us prevent shoplifting, retrieve stolen goods and detect crimes, without the BID's support these things wouldn't happen as much. We have a really good partnership with the Police, Council and the BID around retail crime and anti-social behaviour, take out the BID and that partnership just isn't as effective."

Debbie Lewis, Owner, Designs

# Priority 3 - A Voice for Business & the Town Centre Economy



Sports Day

**Impact measure: Leverage of funding from public sector sources for BID projects**

Update: During this Business Plan term we have secured an additional £101,777 in funding predominantly from government sources.

**Impact measure: Business satisfaction with BID advocacy and representation**

Update: Feedback from recent consultation, and a desire for us to continue this work, would suggest a high level of satisfaction.

"Discover King's Lynn BID has become an invaluable voice for our town centre, providing strong advocacy for businesses whilst bringing together partners who share a common ambition to see King's Lynn thrive. From the Vancouver Quarter's perspective, the BID's representation of local businesses and its collaborative approach have helped deliver real, measurable outcomes."

Alistair Cox, Centre Manager, Vancouver Quarter

# Priority 4 - To Create Pride in Our Town Centre

**Impact measure: Improved business satisfaction with the appearance of the Town Centre**

Update: We have not undertaken to ask businesses this question. Feedback from recent consumer surveys for the Pride in Place Plan and Masterplan, indicates that satisfaction has not improved and might have declined due to long-term empty premises such as Debenhams and the former Post Office.

**Key Actions**

- Currently encouraging the Borough Council to take enforcement action on empty / neglected premises
- Named as delivery partner to support the High Street Rental Auctions process
- Use voice to influence the Masterplan


Art in the streets

"The Town BID Scheme is invaluable in supporting initiatives that enhance our town, increase footfall, and create a welcoming environment where local businesses can thrive. The role of the Street Rangers is key to the structure of the town and bridging the gap between stores in their support in key areas of security, awareness and information."

Kerrie Toll, Store Manager, River Island




# 2027 - 2032

## Your BID, Your Priorities

# Your BID, Your Priorities

Our town centre is evolving; responding to changes in consumer behaviour and wider economic pressures, that are all having an impact on retail and hospitality sectors in particular.

The West Norfolk Economic Strategy and Action Plan, and the Pride in Place Plan, focus on strengthening the local economy by raising skill levels to support business growth and funding measures to encourage entrepreneurship amongst others. These strategies also recognise the need to repurpose empty properties, diversify the town centre economy and the offer for the local community, and the wider catchment area.

## Why a BID is Still Needed

There is a role for a BID to help progress and support the delivery of these actions. A BID is also needed to continue to promote the town and all it has to offer.
There is no other single entity funded to promote King's Lynn, nor whose sole focus is to advocate for the town and its businesses. Advocacy will be increasingly important in the context of local government reorganisation and devolution in order to shape and direct future investment and policies.



Tower Street - Street Party

This Business Plan brings together feedback from businesses along with evidence of impact and priorities from local plans. There is a consistency and read across from our 2022-2027 Plan because these 3 components: feedback, evidence of impact, and local strategic priorities indicate that is what is needed. The outcomes we are striving for have not changed; higher footfall, longer dwell time and to create a safe and welcoming place.

In delivering the Business Plan we will be guided by our values:

### Our Values

- Ambitious - we will set our sights high
- Transparent - always open to scrutiny
- Creative - exploring new and different ways to deliver our goals
- Collaborative - working with others to deliver the best outcomes
- Accessible - contactable, inclusive, always listening
- Flexible - responsive and adaptable
- Sustainable - putting sustainability at the heart of our decision-making
- Accountable - to our levy payers - this is Your BID
- Additionality - we will add value not duplicate services and activities

# Your BID, Your Priorities

## What You Told Us

Getting feedback and encouraging collaboration is part of what we do as a BID. We undertook more focussed consultation for the purpose of this plan at the end of 2025 with a survey inviting comments on what we have delivered and future priorities. This was sent via email and also delivered to businesses, achieving a 20% return rate. The stand out priorities from this exercise show overwhelming support for :

**Street Rangers - 90%** **Christmas events - 92%** **Markets - 76%** **Halloween - 86%**



Santa's Workshop

We took the findings from this survey and used it as a basis for further discussion and exploration via :

- Workshops
- Drop in sessions
- One to one meetings
- Emails
- Annual Open Meeting
- WhatsApp

The priorities set out in the next few pages reflect these discussions and build on what's worked to showcase the Town, support businesses and position ourselves to shape investment and services from new local and regional bodies as they emerge over the next 5 years.

**"As a business, we recognise the value of having an organisation dedicated to championing the town and bringing businesses together with a shared vision. We believe continuing the BID for another five years will provide the stability and momentum needed to build on the progress already made, attract more visitors, and support businesses of all sizes in achieving long-term success."**

**David Kneeshaw, General Manager, Dukes Head Hotel**

# Priority 1 - Championing King's Lynn


Recollect

This priority will focus on actions such as delivering a year round event programme in collaboration with other partners. We will aim to stimulate footfall and enhance dwell time, add to the atmosphere and offer of the Town. This priority includes both daytime and night time economies, and the aim of addressing the growing gap between the end of the retail day and start of the evening economy.

We will further develop those events that have had the biggest impact in terms of footfall and sales, such as Halloween, Easter and Christmas activities, and, build on our newer events that were well received such as Recollect.

Conscious of staff costs and time, we would like to enable others to hold new town-wide events, and budget allowing, will introduce a small events grant fund to that end. Collaborating on events with partners like the local authority, Vancouver Quarter and Cultural Strategy Steering Group remains a priority.

We will use marketing campaigns to showcase what King's Lynn has to offer, and that which makes it unique, be that our heritage, businesses or people. Extending our reach and impact on social media, continually improving our website performance and growing App users and engagement will underpin our marketing activity.

## Actions for 2027 - 2032

**The 3 most popular actions as suggested by business:**

1. Christmas Market and Street Entertainment
2. Family events - Halloween and Easter
3. Monthly Markets

## New Ideas

- **Events grant fund**
- **More regular Recollect events**
- **Develop "Amplify" a campaign for the night time economy**

"I will be voting in favour of the BID. As a retailer, we rely heavily on the BID for business support, information, and the events it organises, all of which help bring people into the town centre. The BID's Discover King's Lynn app is an excellent way to advertise my business and keep up to date with what's happening, allowing me to plan ahead and make the most of local events."

Lorna Edwards, Manager, Holland & Barrett

# Priority 2 - Supporting Business, Strengthening Community

This priority will focus on those activities that support businesses to be even more effective and encourage collaboration and engagement in BID and town activities. We will continue to develop the Shopwatch and Pubwatch groups and their use of DISC, increasing effective use as well as numbers using it.

Many of you mentioned how much you enjoyed the variety of topics covered during Business Week in 2019. We will work with levy payers and other partners on a varied programme of talks, workshops and training each year.

Creating a sense of community and encouraging B2B collaboration is important to us and to many of you, we will prioritise ways to bring businesses together to encourage collaboration and learning.

## Actions for 2027 - 2032

**The 3 most popular actions as suggested by businesses:**

1. Street Ranger service
2. Free Radios & DISC information sharing system for Shopwatch and Pubwatch
3. Subsidised courses on a broad range of topics including 1st aid, fire marshal and marketing

## New Ideas

- **Connecting town centre businesses with town centre based charities**
- **Exclusive BID awards**
- **Work with the Police and partners to deliver more crime action weeks**



Pancake Day Races

"Running a small business can be very lonely, having the BID on hand to provide business support and advice is invaluable."

Nicky Crown, Owner, Whatahoot

"The BID plays a vital role in bringing together businesses, organisations and events across King's Lynn, helping to create a vibrant, welcoming and successful town centre. The work they do to connect partners, coordinate activity and support local initiatives has real benefits for both businesses and the community. The strong partnership we have developed with the BID and the Street Rangers is greatly valued, and we appreciate their continued commitment to making King's Lynn a great place to live, work and visit."

Kerry Murray, Head of Libraries Operations, Norfolk Library and Information Services

# Priority 3 - A Voice for Business and the Town Centre

This priority will concentrate on those activities that enable businesses to carry on doing business, knowing that we're here to act on their behalf and support them. We know from the last 10 years of operation that the small acts of day-to-day support like signposting to a contact or grant fund, reporting a street scene issue or flagging something to the Council, is as important as the formal consultation response to a local strategy. This priority is about continuing to provide that contact point for business enquiries; signposting to a person or an organisation, helping to resolve a niggling issue and everything in between.

It is also about representing and influencing local and regional strategies and funding to benefit businesses and the Town Centre. We know that the next 5 years will bring Local Government Re-organisation and possibly regional devolution. Both these scenarios call for King's Lynn to have a strong voice; Discover King's Lynn is already a credible and trusted stakeholder, recognised for its role on the King's Lynn Neighbourhood Board, feeding into the West Norfolk Economic Strategy and Pride in Place Plan.






A Selection of Business Spotlights




## Actions for 2027 - 2032

### The most popular actions as suggested by businesses

1. Advocating on behalf of businesses and the Town
2. Addressing issues such as car parking fees and neglected premises

## New Ideas

- **Developing relationships with the new Local Authority**
- **Strengthening regional alliances to have a stronger voice in devolution**

"BIDs are very valuable, especially in a town like King's Lynn. It gives hard-working people a chance to be represented and have their voice heard on any issues or improvements needed in their trading area, as well as shape the future of it."

Rob Atkinson, General Manager, Majestic Cinema

# Finances 2027-2032

Our levy rate and the amount that levy payers have paid on an annual basis has not changed in 10 years since 1 April 2017. The BID Board has taken a number of decisions that affect how and who will be charged a levy, in order to continue to generate sufficient income to provide more and better quality events, activities and services.

These decisions are based on the consultation feedback on the demand for services, and our SWOT analysis of the local and national context.

**Levy threshold introduced**
The BID Board has decided to reduce the number of hereditaments that contribute a levy to the BID. At 667 and with a levy worth just over £220,000 the proportion of hereditaments to levy was disproportionate and hard to manage effectively. By introducing a threshold at which those premises with a national non-domestic rateable value of £7,500 or less will not pay a levy, our hereditament numbers fall to 408, making a more efficient and manageable model. It also brings our BID model more in line with national practice.

**Change in levy rate**
Reducing the number of hereditaments, reduces our available income. Combined with a drop in levy due to the 2026 Business Rates revaluation, the BID Board has taken the decision to increase the rate at which the levy is charged from 1.5% to 1.9% to generate an annual income of £228,800.

We know this will mean a moderate rise in the annual levy for most levy payers and for a smaller number, a more significant increase. We have looked at levy rates being charged by BIDs near us and/or of similar size and our rate compares favourably for example **Gt Yarmouth BID – 2.5%, Our Bury St Edmunds – 2.15%, Peterborough BID – 2%**

**Inflation**
Given inflationary pressures over the 10 years that BID has been operating, the Board has included the option to add inflation year on year, capped at 2% per annum. The Board will make a decision every January, based on inflationary trends. Inflation has not been modelled on the budget at this stage.

The allocation of funds across the budget reflects priorities and experience of running costs. We organise and oversee all events in-house, as well as our marketing activity. Staffing costs are included in each budget line as appropriate. The staffing modelled will be reviewed on securing a successful ballot outcome, to ensure we have the most efficient model for delivery.

The cashflow is based on a 97.5% collection rate.

# Cashflow 2027-2032

| Year | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| **Income** | | | | | |
| Levy | 223,080 | 223,080 | 223,080 | 223,080 | 223,080 |
| Additional Income | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Brought Forward Reserves | 12,000 | | | | |
| **Total Income** | 240,080 | 228,080 | 228,080 | 228,080 | 228,080 |
| **Expenditure** | | | | | |
| Championing King's Lynn - Events & Marketing | 90,000 | 90,000 | 90,000 | 90,000 | 90,000 |
| Supporting Business, Strengthening Community | 58,500 | 58,500 | 58,500 | 58,500 | 58,500 |
| A Voice for Business and The Town Centre | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 |
| Operational Costs | 40,000 | 41,000 | 42,000 | 42,500 | 42,500 |
| Council Charge | 2,300 | 2,300 | 2,300 | 2,300 | 2,300 |
| Retained reserves | | | | | 20,400 |
| **Total Expenditure** | 224,800 | 225,800 | 226,800 | 227,300 | 247,700 |

# BID Rules

In developing the rules that will apply, consideration has been given to the British BIDs Industry Guidance for Business Plan Criteria, updated 2024



King's Lynn High Street

## BID Levy

The BID Levy for the five-year period of the BID will be initially calculated based on the property's Rateable Value (RV) as shown in the 2026 Rating List at the BID start date of 1 April 2027. The 2026 Non-Domestic Rating list will be used for the duration of the five-year BID term from 1st April 2027 - 31st March 2032 (subject to the exceptions below). No adjustments will be made for any exemptions or reliefs, or any changes to rateable value for an existing property as a result of any Government revaluations that might take place over the period 1.4.2027 and 31.3.2032. The levy will be updated on an ongoing basis for any changes to the 2026 rateable value.

## Boundary

The BID levy will apply to all properties on the 2026 NDR list within the BID area boundary as shown on the map and list of streets on page 21.

## Exceptions

Any change of use or physical change to a property or hereditament including inter alia, new construction, merger, subdivision, extensions, and refurbishment where the hereditament has no entry in the 2026 list but enters a subsequent ratings list during the BID term. In these cases the rateable value from the subsequent rating list will be used.

The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2032, even if they did not vote on the Business Plan.

Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy. Properties deleted from the Rating List will no longer have to pay the BID Levy from the date they are deleted.

Properties with a rateable value of £7,500 or less will not be charged a levy. Properties with a rateable value over £7,500 will pay a levy of 1.9% of the rateable value.

From Year 2 onwards, the BID Board will meet every January to decide whether to apply an inflationary rate of no more than 2% (rounded) for the following financial year. By way of explanation, the starting levy rate of 1.9% in Year 1 would become 1.94% in Year 2 if 2% inflation was applied.

The BID Levy will be charged annually in advance for each chargeable period to be April to March each year. The levy will be a daily charge. The BID levy is paid by the current ratepayer.

If the ratepayer changes during the five-year BID term the new ratepayer will be liable to pay the levy from the date of occupation.

The owners of untenanted properties will be liable for payment of the levy, with no void period.

Charitable organisations that are subject to relief on their business rates liability and are used for retail, leisure, and hospitality purposes will contribute at the same rate as all other non-domestic ratepayers within the BID boundary. Charitable organisations that are subject to relief on their business rates liability and have premises that are not used for retail, leisure or hospitality purposes, will receive a 50% discount on the levy payable for that property.

VAT will not be charged on the levy.

The Borough Council of King's Lynn & West Norfolk will be responsible for the administration and collection of the levy and will charge an annual fee. The fee is shown in the budget table on page 17.



Christmas Street Entertainment

# Governance

The new BID will be managed by King's Lynn BID Ltd (the Company), a not for profit organisation, limited by guarantee.

Existing governance arrangements will apply. The Board will continue to have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance. The Board will be made up of primarily appointed representatives of levy payers with additional expertise as required.

We will invite a representative from those businesses in premises with a rateable value of £7,500 or less to have a non-voting position on the Board.

Providing that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.

All levy payers will receive an annual billing statement, including an update on delivery and review of outcomes and targets. As previously, we will hold an annual meeting for levy payers to report progress against the Business Plan and determine priorities for the forthcoming year.

# The Ballot

The Borough Council of King's Lynn & West Norfolk will send those responsible for properties or hereditaments to be subject to the new BID **a ballot paper before 16 October 2026.** Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28-day **postal ballot which will commence on 16 October 2026, and close at 5pm on 12 November 2026.**

Ballot papers **received after 5pm on 12 November 2026** will not be counted.



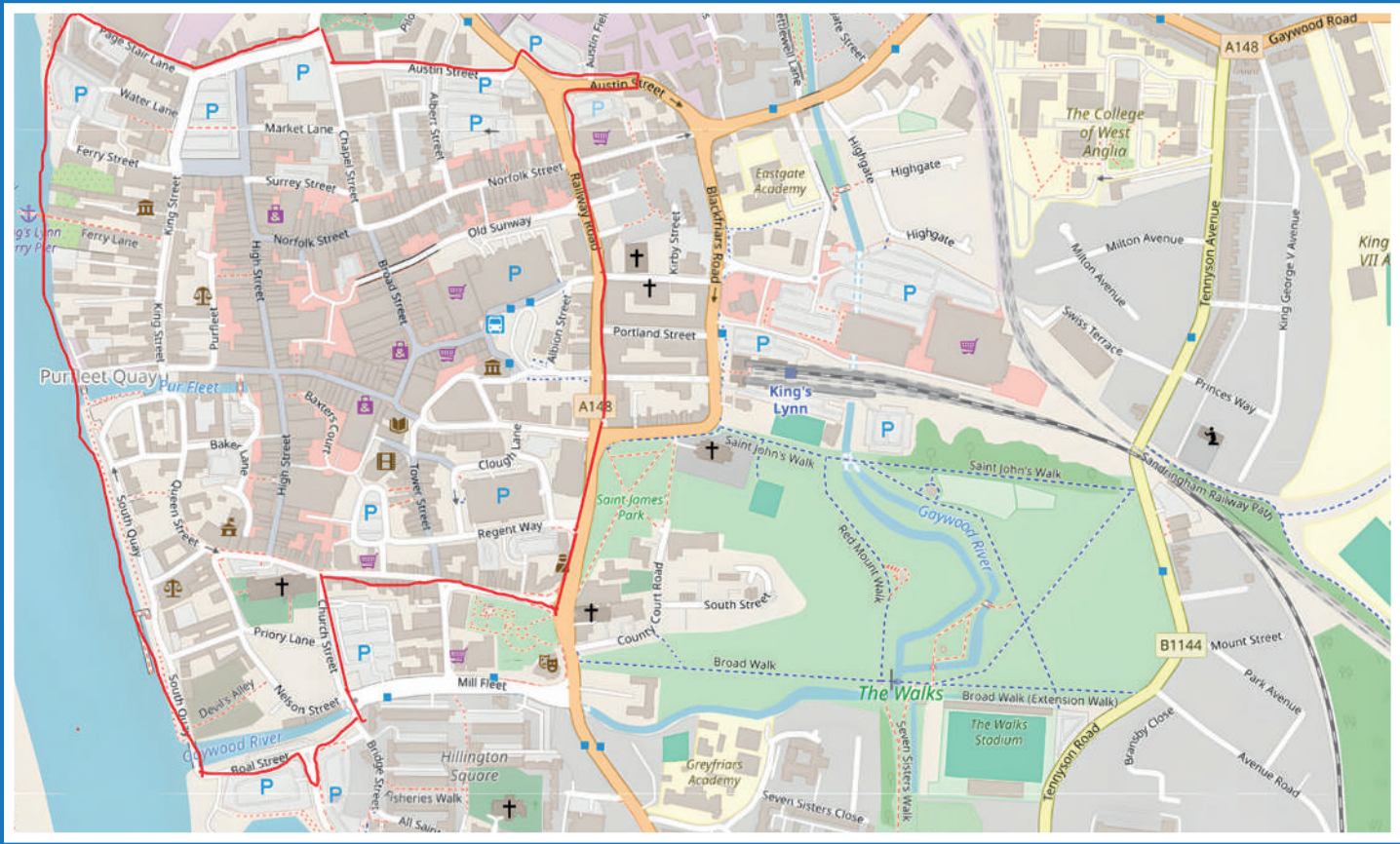
Merchants Market

For the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.

**The result of the ballot will be announced on Friday 13 November 2026.**

If successful at ballot, **the new BID will commence delivery of services on 1 April 2027** and will continue for a period of five calendar years to 31 March 2032.

# List of Streets in BID Area 2027-2032




Albert Avenue
Albert Street
Albion Street
Austin Street*
Baker Lane
Baxters Court
Baxters Plain
Blackfriars Street*
Boal Quay
Boal Street
Broad Street
Burtons Court
Chapel Street
Church Street
Clough Lane
College Lane
Common Staithe Quay
Ferry Lane
Ferry Street
Granary Court
Hardings Way*
High Street
King Staithe Lane
King Street
Market Lane
Nelson Street
New Conduit Street
Norfolk Street*
Old Market Street
Old School Court
Oldsunway
Paige Stair Lane*
Paradise Lane
Paradise Parade
Paradise Place
Paradise Road
Paradise Street
Priory Lane
Purfleet Quay
Purfleet Street
Queen Street
Railway Road
Regent Place
Regent Way
Saturday Market Place
Sedgeford Lane
South Clough Lane
South Quay
Stonegate Street
St Dominic Square
St James Court
St James Road
St James Street
St Margarets Lane
St Margarets Place
St Nicholas Street
Surrey Street
Surrey Yard
Thoresby College
Tower Street
Trenowath Place
Tuesday Market Place
Union Lane
Vancouver Centre
Water Lane
White Lion Court

***Only part of this Street is included**

# Vote Yes

- **Vote yes for a voice to promote Business and the Town Centre**
- **Vote yes for a dedicated team that tackles retail crime**
- **Vote yes for a voice that champions the Town through regular events and focused marketing platforms**

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## This is Your Town, use Your vote to Invest in the Future of King's Lynn

VOTE YES TO INVEST IN THE FUTURE OF KING'S LYNN - VOTE YES TO INVEST IN THE FUTURE OF KING'S LYNN -

**Scan to hear what levy payers value about the BID**




# Your Town, Your BID, Investing in Our Future