



discover
**KING'S
LYNN**
King's Lynn BID

Discover King's Lynn Draft Business Plan 2022 - 2027



www.discoverkingslynn.com



A Message From Our Chair

Dear Levy Payer,

You will be aware that Discover King's Lynn (King's Lynn BID) has been operating since 2017 and that in accordance with the BID Regulations 2004, we must now draw up a new 5-year business plan and hold a ballot to continue to operate for a further 5-years. Our town centre, like others across the country, has changed significantly in the last 5 years. Many of these changes were not predicted at the start of our term and most have been accelerated by the Pandemic that has dominated our lives for the last 18 months.

During the Pandemic we had to review and change the way that we worked, as did many of you and, consequently, this gave us the opportunity to spend more time talking with you and better understanding your challenges and aspirations. We provided a lot of business support, information and advice and made sure that your experiences informed local and regional policy makers. Our relationships with the Borough and County Councils, New Anglia Local Economic Partnership, our MP and the other BIDs in Norfolk, strengthened considerably and I am proud of the impact that we have had on the Town Board and successful Town Investment Plan.

We have drawn on all this experience to draft our Business Plan for 2022-27 and, since January this year,

have directly asked you about your priorities for the next 5 years. Specifically, we carried out the following consultation exercises.

January – March – Online and paper consultation exercise to over 500 levy payers, face to face conversations, telephone calls, and Board workshop.

May – newsletter (hard copy and on-line) with more detailed information about the Ballot.

June – group consultation meetings, 1-2-1 meetings and emails to further develop and understand priorities.

Your suggestions have been invaluable and are reflected in the proposed aims and priorities for our next term.

We are still listening! Please take a few minutes to read through this draft and let us know what you think. We need your comments by Friday 30th July so that we can amend the plan and produce the final version. **Send your feedback to Vicky Etheridge, BID Manager either by email: vicky@discoverkingslynn.com or telephone Vicky to discuss: 07387 752 226**



Sharon Edwards

Chair, Discover King's Lynn

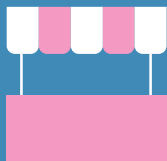
Delivery Highlights 2017 - 2021

COVID



SUPPORT MEASURES

MONTHLY
FARMERS
MARKETS



ANNUAL BUSINESS WEEK

CHRISTMAS EVENTS
AND ENTERTAINMENT



REFOCUS
RECOVER
& GROW
SCHEME



ESTABLISHED B2C BRAND

DISCOVER
KING'S LYNN



6 DEFIBRILLATORS



INSTALLED & USED ON AVERAGE 1X WEEK

NEW RADIOS
FOR
RETAILERS &
NIGHT - TIME
ECONOMY
BUSINESSES



FOR

RETAILERS &
NIGHT - TIME
ECONOMY
BUSINESSES

STREET RANGER TEAM &



SUPPORT FOR THE SHOP

WATCH SCHEME



Draft Business Plan 2022-2027

Aims



To create a strong town centre of which we are all proud, where businesses thrive, new and creative opportunities are encouraged, and visitors choose to return again and again.



Our values

We will strive to be:

- Ambitious
- Collaborative
- Flexible
- Creative
- Transparent
- Accountable
- Approachable
- Inclusive

Technical Details

We are proposing that the BID Boundary remains unchanged for 2022-27. There will be no changes to the rate of levy collection which will remain at **1.5% of rateable value or £100 per year** for those businesses with a rateable value of **£7,500 or less**. Exceptions will also remain in place for places of worship and non-retail charities. The bills will continue to be calculated using the daily charge.

Communication & Information for Levy Payers

Over the last 4 years we have learnt a great deal about how best to communicate with a wide range of stakeholders, and just how critical good communication is for the effective delivery of our activities. We will build on the channels and platforms that we have established, including:

- **Quarterly printed newsletter.**
- **Regular, targeted, E-shots.**
- **B2B social media platforms, we will consider and consult on establishing a separate B2B brand and set of platforms.**
- **Investment in a CRM system.**
- **Regular drop-in opportunities.**
- **Networking events.**
- **An annual meeting.**



Our Priorities 2022-2027

1



To shout about King's Lynn Town Centre and all that it has to offer

We want to attract new and repeat visitors to the town to shop, relax, stay, and explore. We will raise the profile of the Town as a sub-regional business centre and a tourist destination. We will do this by:

- Delivering a programme of regular events and animations that take place throughout the town, creating atmosphere and vibrancy.
- Building the Discover King's Lynn brand to attract new audiences and reach further afield. Working closely with Visit West Norfolk to align resources.
- Developing a series of campaigns that promote our Town's strengths and what it has to offer.
- Working with local partners to develop better signage and other resources to attract people into King's Lynn and around the Town Centre.

2



To Support & Strengthen Business

Our focus is to create an environment in which Business, both established and new start-ups, thrive. We will work collaboratively with local and regional partners such as the Borough and County Councils, New Anglia LEP, Town Board, Norfolk Chambers and Norfolk BIDs to:

- Provide access to quality business advice, coaching, training, and resources.
- Encourage new, and different businesses to the town centre, to diversify the Town's offer.
- Assist businesses to reduce costs and their environmental footprint.
- Strengthen the Shopwatch retail group and bring together businesses in the night-time economy.
- Continue with our Street Ranger team to deter crime and anti-social behaviour, assist with retail crime stock retrieval, provide a sense of safety.

3

A Voice for Business (& The Town Centre Economy)

Now more than ever, Business and town centres need a voice and a champion. We have developed strong, collaborative relationships with public stakeholders in the Town and across Norfolk. We will continue to:

- **Advocate a town centre focused approach to investment, using our position on the Town Board and other funding programmes to influence funding decisions for the benefit of the Town Centre.**
- **Represent Town Centre interests to stakeholders i.e., the Councils, Chambers of Commerce, LEP, local MP, with a view to influencing resources and policy decisions.**
- **Encourage B2B networking and collaboration by creating regular within the town networking opportunities and groups such as Shop-watch and a new Night-time economy group**

4

To Create Pride in our Town Centre

One of the key messages coming out of recent consultation events is the strong sense of pride that so many of you have for the Town. All the proposed actions will work towards creating a stronger town centre that we can all be proud of; with this objective we want to make the town look it's best! We will:

- **Maximise the opportunities for street dressing throughout the year, whether that's flowers and greenery or lights and bunting!**
- **Work with the Town Fund and Public Realm Action Group and other funding opportunities to push for investment to;**
 - **Improve the appearance of Gateways into Town.**
 - **Enhance the current offer of outside seating for hospitality businesses.**
 - **Offer shop front improvement grants.**
 - **Make temporary improvements to vacant units.**
 - **Create temporary installations around the town that create interest.**

Your town, your say.

Together, we can make sure this town has a strong, successful plan in place for the next 5 years. If you have any comments, please get in touch by **30th July**.

Submit your feedback to Vicky Etheridge, BID Manager either by email: vicky@discoverkingslynn.com or telephone: **07387 752 226**.

Thank you.





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LYNN

Secretary of State
Local Taxation Division
Ministry of Housing, Communities and Local Government
Fry Block | South East | 2nd Floor
2 Marsham Street
London
SW1P 4DF

Mrs S Edwards,
Discover King's Lynn (King's Lynn BID Ltd)
C/o Mapus-Smith & Lemmon
48, King Street
King's Lynn
Norfolk PE30 1HE

25 June 2021

Dear Minister,

Discover King's Lynn (King's Lynn BID Ltd) – Intention to Hold a Ballot

As per the BID Regulations (2004) please accept this letter as being more than the 84 days notification required of the intention of requesting the billing authority to put the BID renewal proposal to ballot.

Name of BID: Discover King's Lynn (King's Lynn BID Ltd)

Name of Billing Authority: Borough Council of King's Lynn & West Norfolk

Contact Details:

Lorraine Gore
Borough Council of King's Lynn &
West Norfolk
King's Court,
Chapel Street
King's Lynn PE30 1EX

Timeline: Proposed day of ballot 11 November 2021 with proposed start date of 1st April 2022.



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If you have any questions, please contact me at the above address. In the meantime, I look forward to receiving your confirmation that you have been properly notified, as required by the Regulations.

Yours sincerely,

A handwritten signature in black ink that reads "SEdwards".

Sharon Edwards
Chair, Discover King's Lynn
se@mapus.co.uk T: 01553 774761 / 07919932136



discover
**KING'S
LYNN**
King's Lynn BID

Discover King's Lynn Business Plan

2022 - 2027

www.discoverkingslynn.com





Your Town, Your BID, For a Stronger Future

King's Lynn Town Centre is at a pivotal point in its history. At the start of our term in 2017 there were signs of significant changes on the High Street; retail was under threat from a number of different challenges and the town centre was increasingly a place that people visited to relax and meet friends and family.

The Pandemic of 2020 has precipitated these changes and brought into sharper focus people's values and lifestyle choices. This has consequences for every business, and the town centre as a whole, both economically and socially.

Now more than ever, is the time to work collectively to shape the future of our town centre to ensure that policy makers understand and hear the challenges that are present, and to ensure that we can grasp the opportunities for investment that come our way.

A **YES** vote from you will mean that BID can continue to act as the voice for King's Lynn Town Centre with local and regional policy makers. A **YES** vote will allow us to continue to provide the Street Ranger service. A **YES** vote will allow us to carry on promoting the town that you are so proud of to visitors both local and further afield. A **YES** vote from you will allow us to work together to achieve a brighter, stronger future for King's Lynn Town Centre.

This is Your town, use Your vote for a stronger future.



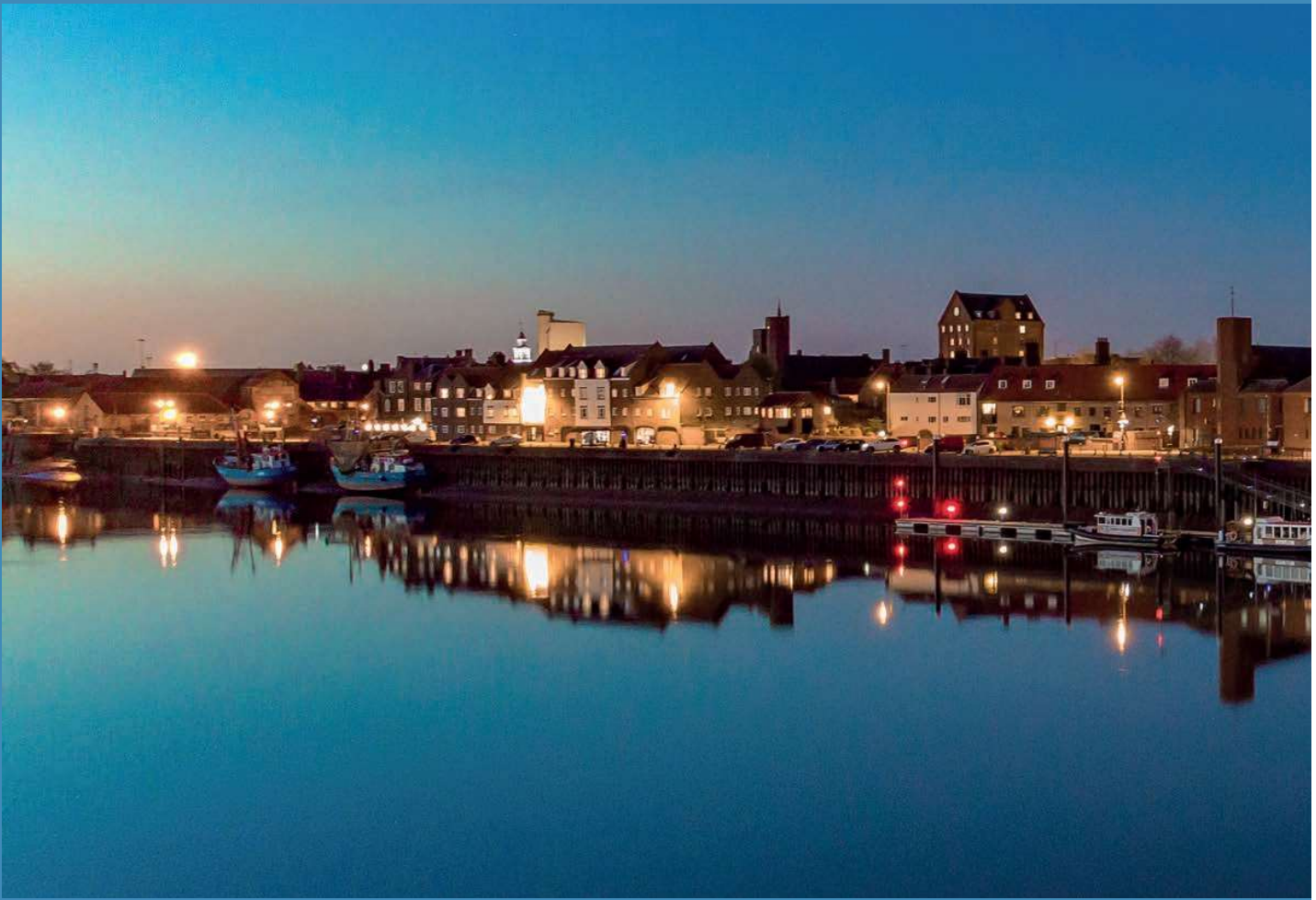
Sharon Edwards

Chair, Discover King's Lynn



Vicky Etheridge

BID Manager



What is a BID?

A BID is a defined geographic area within which businesses opt (via a ballot) to pay to provide additional services. A BID has a maximum of five years before it has to ask businesses if they want to renew it for a further term.



Business Improvement Districts provide a wide range of essential services across hundreds of business communities, not least safety and security, marketing and promotion, clean and attractive space and a whole range of business support services.

There are currently 259 BIDs in England, with 100,841 business investing £106,770,198 in their business communities. We particularly believe that BIDs will be vital as part of the revival process once the COVID-19 virus has lessened, and the business community starts its recovery phase. BIDs are a key lever of fast change; they are business led and work closely with their levy payers.

They get the job done.

Prof. Chris Turner

Chief Executive, British BIDs



National Landscape

The first BID in the UK was formed in January 2005. Since then, over 320 BIDs have been established and the number is growing fast. In the UK, the majority of BIDs exist in town centres, however they are also in industrial, commercial and mixed-use locations.

The BID mechanism allows for a large degree of flexibility and, as a result, BIDs vary greatly in 'shape' and size. The average size of a BID is 300-400 premises, with some of the smallest having fewer than 50 and the largest at over 1,000. Annual income is typically £200,000-£600,000 but can be as little as £50,000 or as much as £2 million per annum.

Legislation enabling the formation of BIDs was passed in 2003 in England, with subsequent regulations published in 2004 and 2005 respectively. BIDs were first established in Canada in the 1970s and now exist across the globe, including in America, South Africa, Germany, Japan, New Zealand and Australia.

Discover King's Lynn, The King's Lynn BID

Your BID team

The day to day running of the BID and delivery of projects rests with a small team of 4, our 2 Street Rangers, a Project Assistant and BID Manager. Whilst we might not be numerous, we are part of a much bigger network of contacts with skills and expertise that we can tap into to bring you advice, support, training and much more.

From left to right

Ilaria Pezzella
Project Assistant

Michael Smith
Street Ranger

Luciano Santos
Street Ranger

Vicky Etheridge
BID Manager



Top, from left to right**Sharon Edwards**

Chair, Partner, Mapus-Smith & Lemmon

Janette Crawford

Vice-Chair, Manager, Wilko

Alan Bedwell

Manager, Sainsbury's

Jenny Richards

Director, Prontaprint

Liz Harrison

Director, Youngster's World

Bottom, from left to right**John Harrison**

Director, BJ Models & DIY

Veronica Sekules

Director, Groundwork Gallery

Sarah Haynes

Manager, Boots

Julie Easter

Director, Kenneth Bush Solicitors

Michael Baldwin

Owner, Bank House Hotel

Graham MiddletonDeputy Leader and Cabinet Member
for Business, Culture and Heritage**Meet the board**

The team are supported by a Board of Directors who are drawn from a range of sectors, national and independent businesses within the town centre. They bring skills, experience, and knowledge of managing, owning and setting up businesses, helping to shape and guide our work.

We are all committed to delivering the best possible outcomes for businesses in the town centre and firmly believe that King's Lynn is a town we should all be proud of.



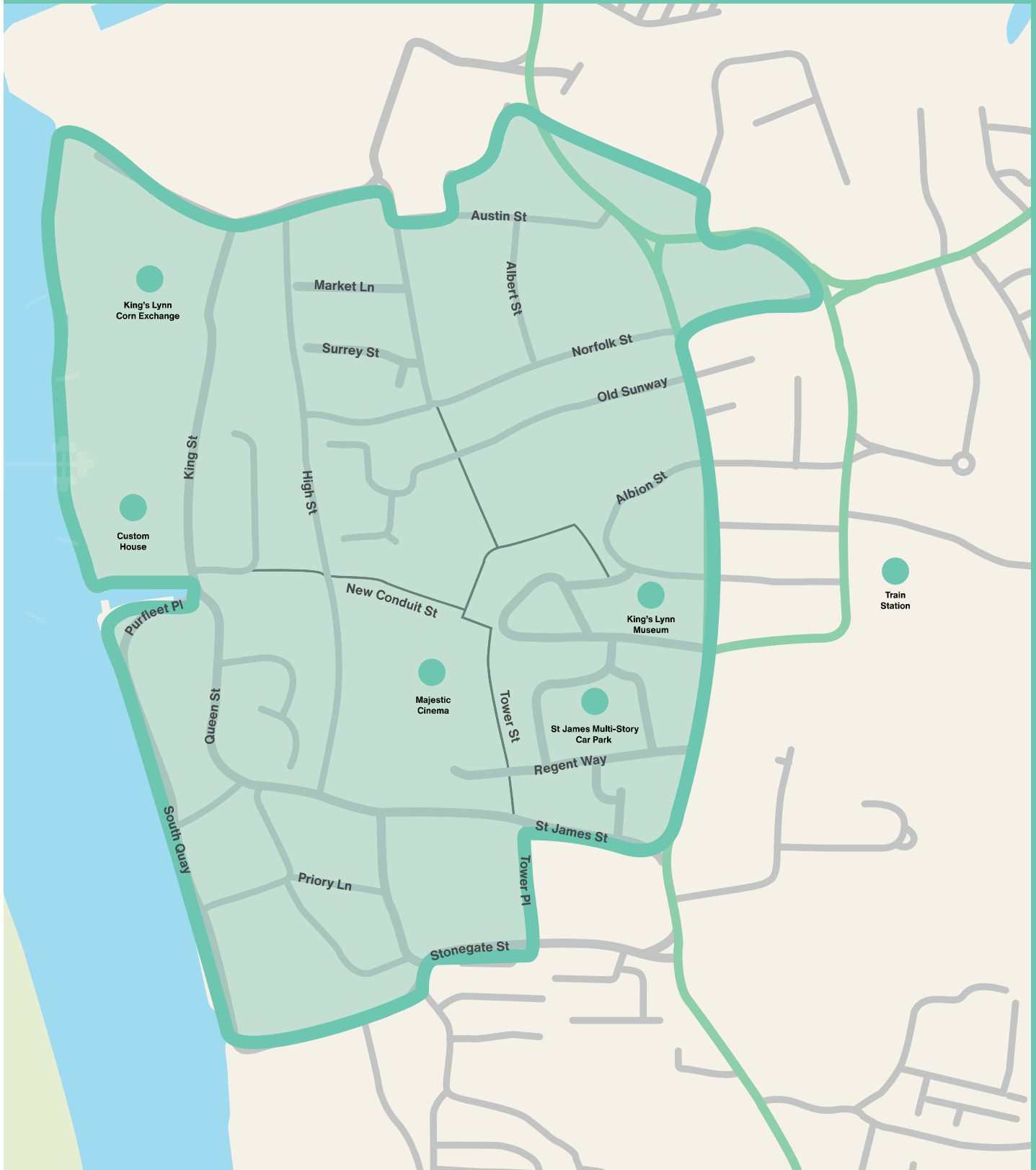
The BID area

The BID area covers the area shown opposite. This is viewed as the core business area of the town centre of King's Lynn. The BID boundaries will remain the same, as per 2017 - 2022.

The BID covers the following streets

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

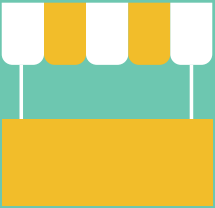






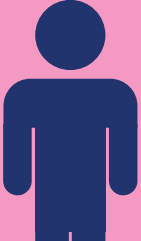
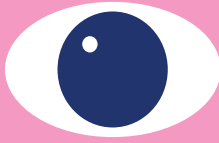


*Only part of this Street is included



What We Have Delivered 2017-2021

● Quality Place
 ● Marketing Campaigns
 ● Increased Profitability
 ● Marketing, Promotion & Events
 ● Speaking Up for Business

<p>Street Rangers Since Spring 2019</p> <p>35 1st aid incidents pcm</p> <p>100 Visits to businesses pcm</p> <p>200 Shopwatch calls pcm</p>	<p>6</p>  <p>Defibrillators, used on average 1 x week</p>	<p>Town-wide bunting (and festoon lighting 2021) 2019-2021</p>	<p>59 Christmas trees & lights</p> 	
<p>#SupportKL campaign</p> 	<p>#Discover Local campaign</p> 	<p>500 Covid signage packs</p>	<p>45 litres of hand sanitiser</p> 	<p>200 people received training</p>
<p>Refocus, Recover & Grow programme – so far supported 5 businesses</p> 	<p>57 radio link handsets replaced, new batteries provided in 2021</p>	<p>2 Business weeks</p>	<p>£160k Community renewal fund bid pending</p>	

<h1>26</h1> <p>Farmers Markets</p> 	<p>New website with 10,500+ users</p> 	<h1>2</h1> <p>Christmas window competitions</p> 	<h1>4</h1> <p>Christmas markets, incl 1 month-long event</p> 			
<p>Monthly blog posts</p> 		<h1>9152</h1> <p>Social media followers</p> 	<h1>1</h1> <p>Summer Street Entertainment programme</p>	<p>Weekly business spotlight feature</p> 		
<p>Christmas street entertainment</p>	<h1>4</h1> <p>Craft markets</p>	<h1>1</h1> <p>Beauty week</p>	<h1>1</h1> <p>Summer landmark trail</p>	<h1>1</h1> <p>Directory / listings</p>	<h1>3</h1> <p>Easter trails</p>	<p>Supported 7 organisations to deliver other town wide events</p>
<p>Place on town board</p> 	<p>KL Vision 2035</p> 	<p>Budget briefing with MP</p> 	<p>BID Manager chairs town board working group on public realm and re-purposing the town centre</p>	<p>New Mayor's business award – King's Lynn Champion</p> 		
<p>Regular meetings with Borough Council, LEP, Norfolk BIDs, Eastern Region BID network, MP, local Police team</p>			<p>Influenced focus of 2021 COVID ARG grant for benefit of independent town centre businesses</p>			

“

BID gives a collective voice and network to town centre business and community. The BID team have proven their skills to bring more people into the heart of King's Lynn, as well as to understand the priorities of local business, especially throughout tough trading periods. Their ability to join like-minded people together on projects is great news for the businesses and residents of King's Lynn, I hope this will continue into the future!

Jake Smith

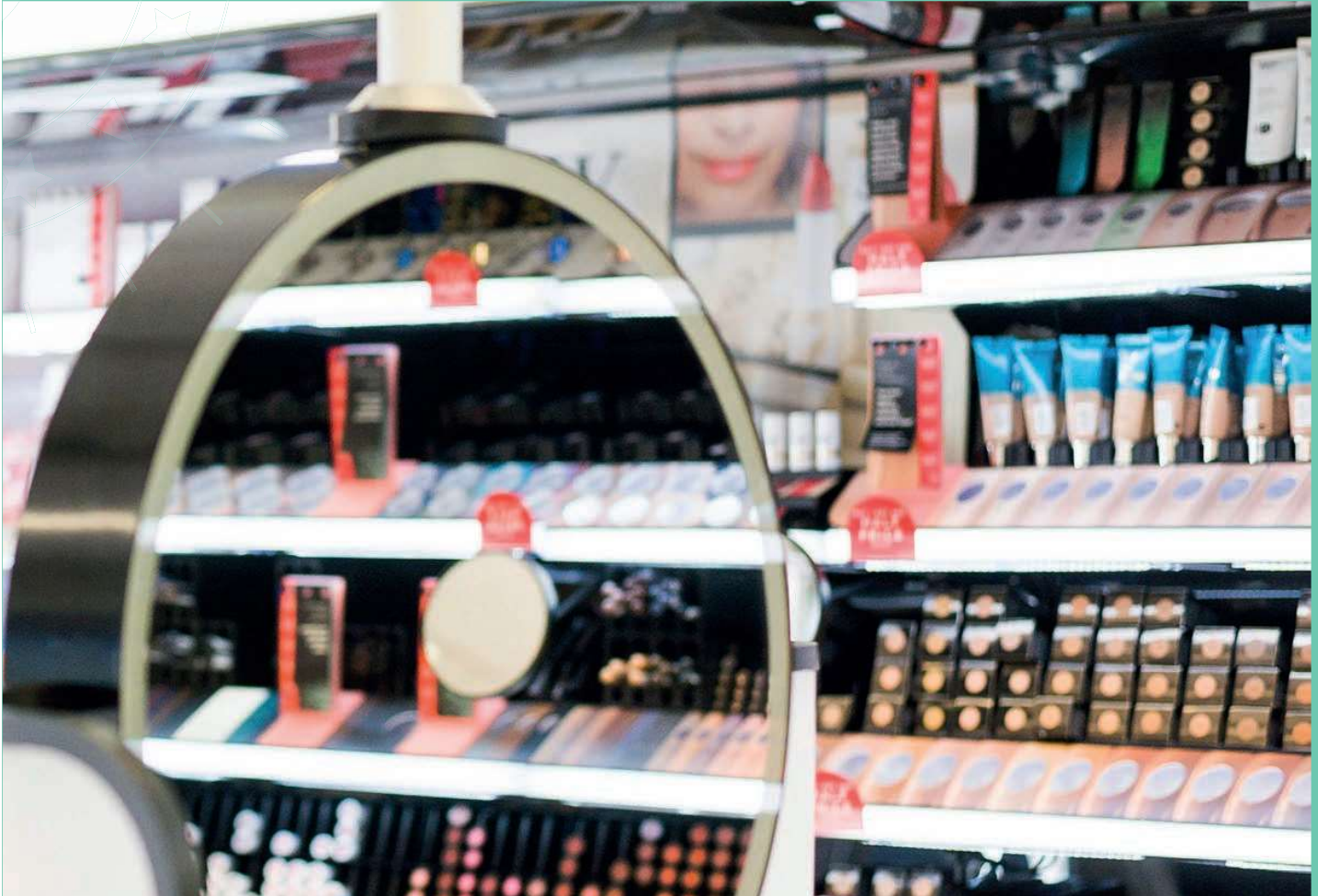
General Manager, Duke's Head Hotel

Our Aims & Values

To create a strong town centre of which we are all proud, where businesses thrive, new and creative opportunities are encouraged, and visitors choose to return again and again.



- Ambitious** ————— Set our sights high
- Transparent** ————— Always open to scrutiny
- Creative** ————— Exploring new and different ways to deliver our objectives
- Collaborative** ————— Working with others to deliver the best outcomes
- Accessible** ————— Contactable, inclusive, always listening
- Flexible** ————— Responsive and adaptable
- Sustainable** ————— Putting environmental considerations at the heart of our decision-making
- Accountable** ————— To our levy payers – this is Your BID





The support from the street rangers has been amazing!! There are times when we don't know what we would do without them! I have seen them help so many customers in the street, as well as helping stores to deter crimes and recovering stock. Having group radios for support is invaluable in the current difficult environment.

Emma Nesbitt
Store Manager, TK Maxx

Your BID, Your Priorities

Throughout this renewal process, we asked for your thoughts on the future of the Town via the methods opposite. Over the following pages you will see the priorities that you selected, and how we propose to turn those into actions that we will deliver over the next 5 years.



How we know

Online and door-to door survey Jan-March 2021

Monthly Zoom Meetings since May 2020

9 Consultation Meetings June – July 2021

Levy Payer What's App Group

Street Ranger business visits





Your Priorities

- 1 _____ Marketing & Events
- 2 _____ Boosting Footfall & Dwell Time
- 3 _____ Promoting King's Lynn as a Tourist Destination
- 4 _____ Showcasing the Town's Complete Offer
- 5 _____ Increasing Pride in the Town
- 6 _____ The Street Ranger Service



- 7 — Business Development Support
- 8 — Training
- 9 — Speaking up for Businesses & the Town
- 10 — Stimulating Diversification of the Town Centre
- 11 — Promoting Independents
- 12 — Promoting a Café Culture



Your Priorities

- 13 ————— Enhancing the Town's Aesthetic Appeal
- 14 ————— Supporting the Night Time Economy
- 15 ————— Encouraging Collaboration
- 16 ————— Reducing Business Costs & Carbon Footprint
- 17 ————— Improving the Attractiveness of Gateways into Town
- 18 ————— Creating a Sense of Community



“

The Maze Group was established right here in King's Lynn over ten years ago and collectively we are proud to support Discover King's Lynn. We are passionate about making our town a fantastic place to live and work and furthermore making it a place where businesses and entrepreneurs can thrive, Discover King's Lynn is our way of connecting with like minded individuals and businesses to try and make this happen.

Charlie Roughton
Partner, Maze

Your Priorities, Our Objectives 2022-2027

Our objectives for the second term reflect what you have told us are your priorities. This is a combination of building on the things that we have delivered well, along with a greater emphasis on actions that will support the recovery of our Town Centre, and enable you to grasp new opportunities that recovery might present.

At the heart of this business plan is the strength of pride in our Town that so many of you expressed during the consultation period. The desire to tell others about our great Town, to share and promote its many features and strengths is something that we all share.

The objectives are set out in the following pages in order of how we will focus our resources.



1 To shout about King's Lynn Town Centre and all that it has to offer

We want to attract new and repeat visitors to the town to shop, relax, stay, and explore. We will raise the profile of the Town as a sub-regional business centre and a tourist destination. We will do this by:

- a. Delivering a programme of regular events and animations that take place throughout the town, creating atmosphere and vibrancy.
- b. Building the Discover King's Lynn brand to attract new audiences and reach further afield. Working closely with Visit West Norfolk to align resources.
- c. Developing a series of campaigns that promote our

Town's strengths and what it has to offer.

- d. Working with local partners to develop better signage and other resources to attract people into King's Lynn and to move around the Town Centre.

What will success look like?

Closing the gap on 2019 footfall figures

An uplift in footfall during holiday season and around events

Double the number of website traffic and social media followers by the end of the 2nd term





2 To Support & Strengthen Business

Our focus is to create an environment in which Business, both established and new start-ups, thrive. We will work collaboratively with local and regional partners such as the Borough and County Councils, New Anglia LEP, Town Board, Norfolk Chambers and Norfolk BIDs to:

- a.** Provide access to quality business advice, coaching, training, and resources.
- b.** Encourage new, and different businesses to the town centre, to diversify the Town's offer.
- c.** Assist businesses to reduce costs and their environmental footprint.
- d.** Strengthen the Shopwatch retail group and bring together businesses in the night-time economy.
- e.** Continue with our Street Ranger team to deter crime and anti-social behaviour, assist with retail crime stock retrieval, provide a sense of safety.

What will success look like?

Reduction in retail crime and in the value of goods stolen
Reduction in empty premises



We love the Street Rangers! They always show up and are willing to support in any situation. Even when assistance isn't required, just knowing the Rangers are available in the event of an incident is very reassuring. Vicky is also always willing to help and does her best to provide and source answers to our queries, whatever they might be.

Debbie Lewis
Owner, Designs

3 A Voice for Business & The Town Centre Economy

Now more than ever, Business and town centres need a voice and a champion. We have developed strong, collaborative relationships with public stakeholders in the Town and across Norfolk. We will continue to:

- a.** Advocate a town centre focused approach to investment, using our position on the Town Board and other funding programmes to influence funding decisions for the benefit of the Town Centre.
- b.** Represent Town Centre interests to stakeholders i.e., the Councils, Chambers of Commerce, LEP, local MP, with a view to influencing resources and policy decisions.

- c.** Encourage B2B networking and collaboration within the town with regular networking opportunities and groups such as Shopwatch and a new Night-time economy group.

What will success look like?

Leverage of funding from public sector sources for BID projects

Business satisfaction with BID advocacy and representation

4 To Create Pride in our Town Centre

One of the key messages coming out of recent consultation events is the strong sense of pride that so many of you have for the Town. All the proposed actions will work towards creating a stronger town centre that we can all be proud of; with this objective we want to make the town look it's best! We will:

- a.** Maximise the opportunities for street dressing throughout the year, whether that's flowers and greenery or lights and bunting!
- b.** Work with the Town Fund and Public Realm Action Group and other funding opportunities to push for investment to:
 - i.** Improve the appearance of Gateways into Town

- ii.** Enhance the current offer of outside seating for hospitality businesses

- iii.** Offer shop front improvement grants

- iv.** Make temporary improvements to vacant units such as shop jackets

- v.** Create temporary installations around the town that create interest

What will success look like?

Reduction in empty premises

Improved Business satisfaction with the appearance of the town centre

BID Rules

In developing the rules that will apply, consideration has been given to the British BIDs Industry Guidance for Business Plan Criteria, updated 2020.

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 15 October 2021.

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 15 October 2021, and close at 5pm on 11 November 2021. Ballot papers received after 5pm on 11 November 2021 will not be counted.

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 12 November 2021.

If successful at ballot, the new BID will commence delivery of services on 1 April 2022 and will continue for a period of five calendar years to 31 March 2027.

Finances

A cautious approach has been adopted to budgeting for the second term. Historic performance suggests that 97% of the billed levy will be collected each year and this rate has been applied throughout.

The average annual levy available to be spent by the BID for the term is just over £220,000.

We anticipate a carry forward of contingency funds of £50,000 from 2021/22. We will draw modestly on these reserves for the 1st 3 years of the plan as set out in the budget.

We hope to lever in significant resources from new government funding streams, however as there is uncertainty around the funding available we have cautiously not included it in this budget.

BID Levy

The BID levy will be calculated using the current rateable value shown on the 2017 Non-Domestic Rating list for the duration of the five-year BID term from 1st April 2022 - 31st March 2027 (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 the 2023 revaluation. The levy will be updated on an ongoing basis for any changes to the 2017 rateable value.

The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property or hereditament including inter alia, new construction, merger, sub-division, extensions, and refurbishment where the hereditament has no entry in the 2017 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 2027, 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.

By taking this approach, the BID can budget with certainty and is in a stronger position to deliver your priorities as set out in this Business Plan.

The levy rates are not changing, and properties with a rateable value of £7,500 or less will still pay a flat rate of £100 per annum. Properties with a rateable value of over £7,500 will continue to pay a levy of 1.5% of the rateable value. Changes to the 2017 rateable value during the five-year BID term will be reflected in the levy charge.

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. Non-Retail Charities with a rateable value of £7,500 or less will be exempt from paying the levy and will not receive a vote in the ballot.

VAT and Inflation 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 the opposite page.

Budget 2022-2027

Year	1	2	3	4	5
Income					
Levy	223,500	223,500	223,500	223,500	223,500
Additional income	5,000	5,000	5,000	5,000	5,000
Reserves	5,000	5,000	5,000	0	0
Total Income	233,500	233,500	233,500	228,500	228,500
Expenditure					
1. Shout About KL	83,510	83,510	83,510	83,510	83,510
2. Support Business	70,000	70,000	70,000	65,000	65,000
3. A Voice for Business	30,000	30,000	30,000	30,000	30,000
4. Create Pride in our Town	15,000	15,000	15,000	15,000	15,000
5. Operational Costs	30,340	30,340	30,340	30,340	30,340
6. Council Charge	4,500	4,500	4,500	4,500	4,500
Total Expenditure	233,350	233,350	233,350	228,350	228,350
Retained surplus	45,000	40,000	35,000	35,000	35,000

Governance

The new BID will be managed by King's Lynn BID Limited (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, and strategic direction. The Board will be made up primarily of appointed representatives of levy payers with additional expertise as required.

Provided 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.

An Operating Agreement has been agreed with the Council and will be in place from the start of the Term.

Notice of the intention to hold a ballot was provided to the Secretary of State on 5 July 2021.

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.

Informing, Involving, Responding

How we communicate with you

Keeping in touch with one another, passing on useful information, sharing feedback about BID activities and their impact are a key part of what we do. We will be introducing some new opportunities to improve communication based on the feedback that you have recently provided.





Discover King's Lynn has worked extremely hard to provide support and guidance to their levy payers during these unprecedented times.

As an integral part of the retail offer, we feel that Discover King's Lynn is essential in coordinating our collective investment to improve the trading environment. We derive great value from BID's activities and see our levy as a way for us to invest in the town

Alistair Cox

Centre Manager, Vancouver Quarter

LinkedIn



Levy payer What's App Group



Levy payer Facebook Group



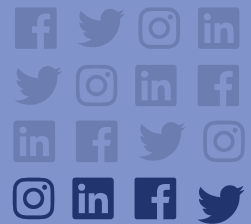
New for autumn 2021 – Weekly drop in, meet the team sessions (premises being secured)



Monthly networking sessions



New for 2022 – B2B platform and branding across all social media



Annual Review and Meeting



Street Ranger Business Visits



Weekly – fortnightly focussed e-shots



Shopwatch Retail Group – being reinstated post-COVID for September 2021

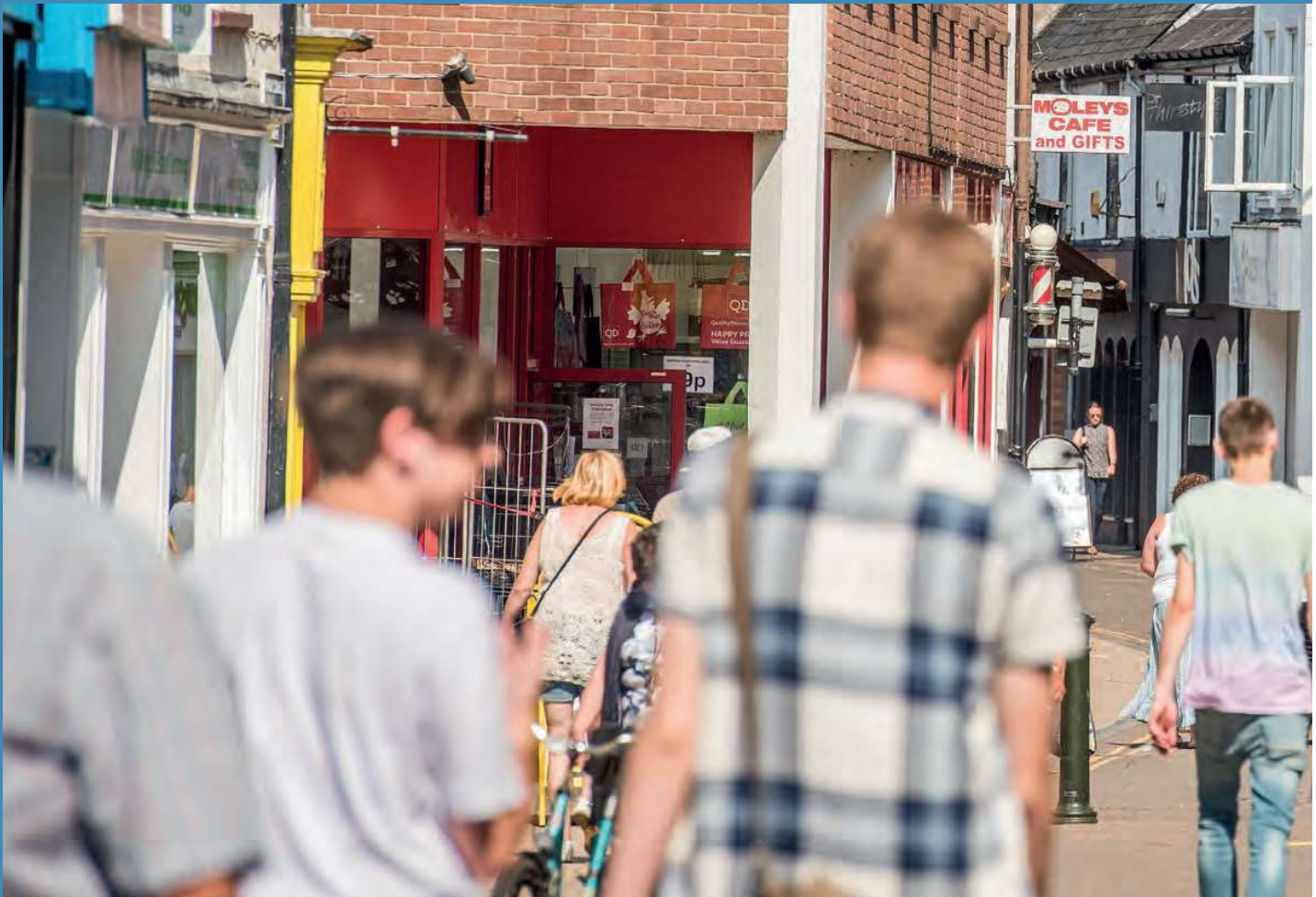


Night-time Economy Group – to be established at your request



Quarterly newsletter delivered to your door





3 Milestones towards to a Stronger Future

1 From 12 October Ballot papers will arrive at all businesses asking you to vote on the BID and for the future of our town centre. You have 28 days to return your ballot paper.

2 11 November, ballot closes at 5pm and the results will be announced on 12 November.



“

The BID have been extremely supportive to us and other local businesses during their first term. They have provided information and advice to us that has been helpful and especially valuable during the pandemic. They have brought innovative ideas to the town, such as the Street Rangers, and have encouraged people into the town with events like the Farmer's Market.

We will 100% be backing the BID team and hope that they are approved for a 2nd term to continue the hard work.

1 April 2022 , if a majority votes yes at ballot, the new term of BID will commence, existing services will continue and the additional commitments will start.

Paul Turner

Manager, The Wrens Chop & Ale House

Your Town, Your BID, For a Stronger Future

The early years of a new business are always eventful, pressurised, exhilarating and rewarding and the first 5 years of Discover King's Lynn (King's Lynn BID) have been no different. From establishing a new B2C brand in Discover King's Lynn to adding events to the Town's calendar, setting up a Street Ranger service and delivering regular training sessions, and then of course there was the pandemic. COVID not only deepened and accelerated the changes that were already underway in our town centre, but also sent shock waves across other sectors that seemed to be filling some of the gaps left by retail.

With events on hold for a year, we focussed on keeping in touch with you, listening to your challenges and fears and providing information and advice. We strengthened our relationships with the Council and public sector bodies during this time and in so doing, our voice became more prominent and well respected. Consequently, we shaped the focus of COVID grants and are a key player in the development and delivery of the Towns Fund.

Looking ahead 5 years, towards recovery and eventually growth, the role of the BID is even more important. We need to continue, and build on what we have started, widen and deepen those critical relationships, and use our voice to speak up for business and the town centre. This document, informed by feedback from you, sets out how we propose to do this, where we will focus our resources and how we will keep you informed and involved, because we are your BID, this is Your Town, working together we will create a stronger future.



Sharon Edwards

Chair, Discover King's Lynn



Vicky Etheridge

BID Manager





discover
**KING'S
LYNN**
King's Lynn BID

