



Shout loud  
for Lynn

# KING'S LYNN BID

Business Improvement District

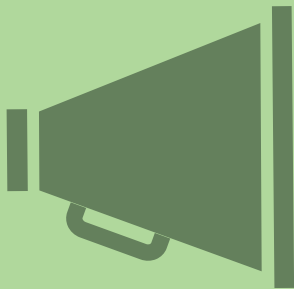
Business Plan | March 2016





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# About this document...

**K**ing's Lynn is a large market town in West Norfolk with a rich heritage. The development of large out of town shopping areas, in addition to the recession and changes in shopping habits, have resulted in a decline in trading performance within the town centre.

Determined to fight back, representatives from the local Town Centre Partnership, made up of organisations within the town centre, investigated a number of ways to ensure 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.

Business Improvement Districts (BIDs) have proven to be successful in reversing the decline of town centres by giving funding and power to make decisions to the businesses within them.

A steering group made up of representatives from businesses within the area was then formed to progress the BID.

The steering group has been responsible for promoting and developing the BID through consultation with all businesses and the production of project proposals upon which businesses will vote.

This document represents the business plan and outlines the activities and projects that will be delivered by the introduction of a BID to King's Lynn.

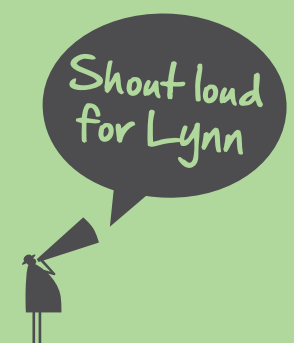
The projects and activities have been developed from feedback gathered from the BID business surveys, face-to-face meetings and open and sector specific meetings.

Thank you,

***The BID Steering Group***

Want to learn more about King's Lynn and the BID?  
Why not check out the BID website at:

**kingslynnbid.com**



# A vision for King's Lynn



# K

ing's Lynn is a town of which we can all be justly proud. We're lucky enough to live and work in a town with a rich history stretching back centuries.

King's Lynn's businesses all want the town to prosper, just as it has over the years. To do this we have to look forward and not just rest on our successful past.

With new retail parks being developed on the edge of town, now is the time to stand up and shout loud for Lynn.

We must accept that change is inevitable, that we live in a society in which the convenience of one-stop and on-line shopping increasingly appeals and so, we have to look for new ways to promote visits to our town centre. We have to be pro-active; we have

to positively encourage people to visit and then to spend money in our town centre.

The work of the Business Improvement District (BID) will focus on achieving this. The whole experience of visiting King's Lynn needs to be transformed to attract more people and then to encourage them to stay for longer, whether they be local to the area or tourists. To do this we have to change the emphasis from 'shopping' to 'experience'. In that way we can offer new business opportunities and increase visitor spend.

This change won't be easy nor will it come overnight, but it is essential. Our vision is to make King's Lynn a true 'destination of choice' where visitors have a pleasant, interesting and memorable experience; one they will want to repeat and recommend to others.



## BID Fact

**For every pound invested in BID, we could add an additional 35% to be spent in the town.**



## Our Aim

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





# What you said...

## 2.1 Speaking to Businesses

The BID Steering Group has held over 25 events to promote the BID and raise awareness amongst businesses of the benefits of King's Lynn becoming a BID town. Our Ambassadors have spoken directly with over 210 businesses to date and their feedback has been utilised to develop this Business Plan.

We are communicating regularly with businesses via a range of methods including:



Hand delivered newsletters



Face to Face meetings



Email Newsletter



Social Media  
(Twitter & Facebook)



Radio advertising and news articles in our local press

## 2.2 Business Priorities

The BID Steering Group and the Town Centre Partnership have undertaken research over the past 20 months to help understand the needs and views of businesses and to identify what key issues they face. We have also looked at what projects the BID could deliver.

The projects identified in this Business Plan are based on the feedback from businesses within the BID area.

- Improve town centre PR
- Stand up for businesses
- Increase footfall into the town centre
- Maintain and develop King's Lynn as a tourist hub
- Improve communications on town centre matters
- Create an environment to encourage a wider retail mix
- Develop local transport promotions within the town centre
- Generate operational cost savings for town centre businesses
- Enhance the visitor experience through a revitalised streetscape
- Develop a strong collective voice to shape public and commercial policy, with a particular focus on the visitor experience in the town

The BID is just what King's Lynn needs, a great way to keep our town centre going. So go on back the BID! We are!

We're backing the BID

## Alan Taylor

Owner and Director  
of YourLocalPaper







# The BID will deliver

## 3.1 Our Aim

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

## 3.2 Our Objectives

### **To Improve Marketing, Promotion and Events within the Town**

Unified marketing and promotion of the town both in and out of the area, running additional events and promotions to draw in visitors and provide a great town centre experience.

### **To Improve Town Centre Access and Movement**

Ensure that our town is easy to get into and travel about within. Improve signage for those travelling by foot, on bike, by public transport and car.

### **To Provide a Better Quality Place**

Improve the townscape, working with landlords/tenants to improve shop fronts, develop a better market offering, signage and mapping.

### **To Increase Profitability for our Members**

Work with businesses to develop procurement opportunities, identify areas for reducing overheads and dealing with issues around stock loss.

### **To Speak up for Businesses**

Using our strong collective voice, to speak up for the town centre and town centre businesses on all matters relating to the trading environment.



# The BID levy and liability

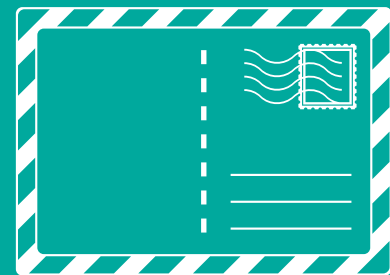
## 4.1 How much will the levy be?

If a majority of businesses vote in favour of the King's Lynn Business Improvement District, all eligible businesses or properties in King's Lynn town centre will pay 1.5% of their rateable value each year for a period of 5 years. Businesses with a rateable value of £7,500 or less will pay £100 per annum. Over 65% of businesses will pay less than £1 per day. The 1.5% levy will provide an additional income of circa £1.3 million across the five year BID term.

### Small Premises

- Rateable Value £10,000
- Annual BID Levy £150
- Daily Equivalent 41p

(less than a 2nd class stamp)



### Medium Premises

- Annual BID Levy £375
- Rateable Value £25,000
- Daily Equivalent £1

(less than a cup of coffee)



### Large Premises

- Annual BID Levy £1,500
- Rateable Value £100,000
- Daily Equivalent £4.10

(less than a bottle of wine)



### 4.2 Who will pay the levy?

A BID levy is an equitable and fair way of funding additional projects and services for the benefits of businesses within our town.

- The term of the BID will be for a period of 5 years.
- Businesses with a rateable value of £7,500 or less will be liable to pay £100 per annum.
- Business with a rateable value of over £7,500 will be charged 1.5% of their rateable value.
- The BID levy payments will be made by property occupiers only, with the exception of vacant premises when the onus is then on the property owner to pay the levy.
- There are currently approximately 660 commercial properties in the BID area which will generate a BID

investment levy income of approximately £270,000 per annum, and an estimated total levy income of £1.3million over 5 years.

- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- There will be no VAT charged on the BID levy.
- The only exceptions will be places of worship and non-retail charities with a rateable value of £7,500 or less (this means that these premises will not pay this levy and will not be entitled to vote).

Government Legislation and Regulations govern the BID process. As such, if a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.

### 4.3 Collection of the levy

The Borough Council of King's Lynn and West Norfolk will collect the investment levy on behalf of the BID, as this is an efficient, safe and cost effective method of collection.

The Borough Council will then pass the whole income onto the BID Company to be used only for BID projects. It will NOT be used as an additional source of income for the Borough Council.

## BID Fact

The Borough of King's Lynn & West Norfolk covers 550 square miles. It is the largest district in Norfolk on land mass and population and the fourth largest shire district in England.



**VOTE YES**





## BID Fact

King's Lynn is a significant sub-regional centre with a catchment area of around 200,000 that includes people from areas in neighbouring Lincolnshire and Cambridgeshire.

As a community store, serving local people, we want to be involved within the community. The BID will offer us an opportunity to make a difference and forge links with traders, and the community, and by working together make the experience of shopping in King's Lynn more attractive, and a better place to shop and work.

**Janette Crawford**

Wilko store manager



Follow us on Twitter: @Kings\_Lynn\_BID

See us on Facebook: KingsLynnBid

**carl@kingslynnbid.com**

# The BID Area

## 5.1 Introduction

The BID area will cover the area shown in the map below. This is viewed as the core business area of the town centre of King's Lynn.







## 5.2 The BID will cover the following streets

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

## BID Fact

**Of the total 215 BID ballots across the country, 84% have been yes. Of the 48 renewals (2nd term) 94% have been yes.**

\* Only part of the street is included, full details are available on the website [www.kingslynnbid.com](http://www.kingslynnbid.com)

# The BID Projects

## 6.1 Introduction

The following provides a list of projects and activities the BID will undertake and how the BID levy will be utilised.

**BID Fact:** The urban area of King's Lynn (including North and South Wootton) is the largest centre of the borough at around 44,000 people.

## BID Fact

Almost 55,000 businesses in the UK are currently paying BID levy. With a total investment of £91million annually.

## 6.2 Marketing, Promotion and Events – 5 year budget £560K

Unified marketing and promotion of the town both in and out of the area, running additional events and promotions to draw in visitors and provide a great town centre experience.

- Comprehensive marketing plan developing and promoting King's Lynn as a destination town.
- Create a town guide and state of the art website allowing BID members to promote their offers and events.
- Develop a town centre loyalty card and shopping voucher scheme.
- Regular town centre promotions, themed weeks and a 'shop local' scheme.
- Promote offers and discounts from local retailers, leisure and transport operators to those working in local offices.
- Develop an annual programme of events and activities across the whole BID area.
- Develop local transport promotional activities.



Follow us on Twitter: @Kings\_Lynn\_BID

See us on Facebook: KingsLynnBid

**carl@kingslynnbid.com**





men · women · children

The BID will allow independents to come forward and have their say and will also benefit all retailers regardless of status.

**Andy Wilson**

Manager, Ikon

We're backing the BID





### 6.3 To Improve Town Centre Access and Movement - 5 year budget £126K

Ensure that our town is easy to get into and travel about within. Improve signage for those travelling by foot, on bike, by public transport and car.

- Work with partners to improve parking provision in the area and the production of a parking guide and signage, including a 'How to get to' guide for King's Lynn BID area distributed throughout the catchment area.
- Provide large town maps in key locations such as the multi-storey car park, bus and train station and other key locations within the town.

### 6.4 Improving the Quality of the BID Area - 5 year budget £120K

Improve the townscape, working with landlords/tenants to improve shop fronts, develop a better market offering, signage and mapping.

- Promote the area for inward investment, new office occupiers and retailers. Attracting new investment is vital to ensure the existing business community thrives.
- Working with the local authority to revitalise the markets within the town.
- Work with partners to introduce family friendly facilities i.e. weekend shopper crèche.
- Investigate premises improvement grants.
- Undertake a review of the existing streetscape to identify areas for improvement (to enable funding bids).
- Provide additional planters and hanging baskets around the town.



## Our Aim

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



### BID Fact

The BID will generate £1.3million to be spent in the town centre over 5 years.



### BID Fact

Over 65% of businesses will pay less than £1 per day.



### BID Fact

There are over 600 businesses in King's Lynn town centre.



### BID Fact

King's Lynn sits at the intersection of three major routes, the A10, A17 and A47, giving good access to London, the Midlands and the South.

## 6.5 Increasing Profitability – 5 year budget £200K

Work with businesses to develop procurement opportunities, identify areas for reducing overheads and dealing with issues around stock loss.



- 'One Stop Shop' assistance from the King's Lynn BID team on any matters relating to the trading environment, saving you time and money, easing your frustrations and working toward getting faster and more satisfactory results



- Provide water and energy audits for businesses



- Developing business to business trading opportunities (supporting each other)



- Introduce a townwide waste collection and recycling scheme to reduce the cost of waste collection



- Identify opportunities to develop further radio link and CCTV monitoring across the town



- Support crime prevention initiatives



## 6.6 Speak up for Businesses – 5 year budget £24K

Coordinate lobbying as a strong collective voice, to speak up for the town centre and town centre businesses on all matters relating to the trading environment.



- Act as a voice between businesses and other key stakeholders within the town on key issues.



- Lobby for additional funds; apply for funding and grants to invest in extra improvement projects within the BID area.



- Act as a formal body representing business views where consultation is required on key projects within the BID area or on projects.



- Creation of a town centre newsletter for all businesses, featuring relevant town centre news, forthcoming events, footfall figures and industry news.



### BID Fact

Other BID towns have raised additional funding ranging from £50k to £700k which is used alongside the BID levy.



### BID Fact

For every £1 that businesses in Lincoln invested, they received an additional £1.99 income.

# The Budget

## 7.1 Levy Income

From over 600 businesses within the town we have calculated that the BID will generate approximately £272,000 per annum from the levy alone. Table 7.1 below provides an overview of the budget allocation per annum within the key project areas identified in chapter 6.



	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Marketing, Promotion & Events	£100k	£109k	£109k	£120k	£122k	£560k
Access & Movement	£28k	£28k	£28k	£22k	£20k	£126K
Quality of BID Area	£30k	£25k	£25k	£20k	£20k	£120K
Increasing Profitability	£40k	£40k	£40k	£40k	£40k	£200K
Speaking Up for Business	£4k	£5k	£5k	£5k	£5k	£24K
Administration & Personnel	£60k	£50k	£50k	£50k	£50k	£260K
Contingency	£10k	£15k	£15k	£15k	£15k	£70K
<b>Total</b>	<b>£272k</b>	<b>£272k</b>	<b>£272k</b>	<b>£272k</b>	<b>£272k</b>	<b>£1.36m</b>

Table 7.1 BID Budget - 5 year plan

## 7.2 Additional Funding

The BID Company will explore additional funding opportunities to enhance the projects and services it delivers. This will be in the form of grants for specific projects. Businesses located outside of the BID area will also be invited to contribute in order that they can benefit from the projects, activities and services that the BID will deliver (this will not however be at the expense of a business located within the BID area).

Across the UK, BIDs have generated on average an additional 35p of funding for every £1 invested from businesses by using the BID levy to lever additional funds. This could mean an additional £476,000 of investment into the town for the benefit of your business in addition to the £1.3million BID levy.



### 7.3 BID Administration & Personnel

In order for the BID Business Plan to be delivered there will be a need to use personnel to not only manage the administration of the BID, but also to deliver the projects contained within the BID Business Plan. Any personnel appointed to undertake this role will be supported and directed by a BID board who will be made up of business representatives from across all business sectors within the BID area.

The BID is an exciting opportunity for King's Lynn Town Centre which will draw all businesses within the District closer together to work to improve the area. With resources behind the BID, I believe tangible differences can be made. In my (and my Store Manager colleagues') experience, the BID is a valuable force for good to strengthen a Town Centre's offering

#### **Michael Owens**

King's Lynn Store Manager,  
MARKS AND SPENCER



# The Ballot

## 8.1 About the Ballot

- Ballot papers will be posted to the person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by The Borough Council of King's Lynn and West Norfolk on behalf of the King's Lynn BID and in line with English BID legislation.
- Where a business property is vacant the voting papers will be sent to the property owner.
- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of the BID for the following area?"
- Of those that vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.
- All eligible voters (i.e. those persons liable to pay non domestic rates) will have one vote or where a person is a ratepayer for more than one business, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- If the ballot is successful, the BID will run for a period of five years from the date of commencement.
- If the ballot is unsuccessful, things will remain as they are and the BID Steering Group will be disbanded.



## 8.2 Who will pay for the ballot

The cost of the ballot, to be carried out by the Borough Council of King's Lynn and West Norfolk, will be in the region of £3,000. The Borough Council of King's Lynn and West Norfolk have agreed to cover this cost.

## 8.3 Alteration of BID Arrangements

The BID area and the BID levy percentage cannot be altered during the term of the BID term without an "Alteration Ballot".



This is a fantastic opportunity to vote yes and support the future of King's Lynn's town centre.

**Carl Hedger** BID Steering Group



A BID will give real power and financial muscle to local business owners and gives us all the chance to take control of our own destiny.



We're backing the BID

**Darren Taylor**

Managing Director KLFM





# The BID Company and BID Responsibilities

## 9.1 The BID Company - Governance

Following a successful vote, the King's Lynn BID Steering Group will set up a Not-for-Profit Company. The BID company will be directly accountable to all levy payers for the successful delivery of the BID and they will report regularly to a Board of Directors.

The BID company will have a Board of Directors which will be made up of representatives from businesses,

each of whom pays the levy. The BID will be a company run by local businesses for local businesses.

All levy payers within the BID area will be eligible to stand for election to the BID Board. The Board will manage funds that are collected by the BID levy and will direct a BID team in the delivery of the BID projects (identified in the BID Business Plan). This arrangement will ensure projects are delivered and any financial liabilities of the BID board are transparent and answerable to the BID businesses who pay the levy.

## 9.1 Baseline Services and Service Level Agreements

The BID will ensure that services provided and funded by businesses through the BID are in addition to and do not duplicate or substitute any services provided by The Borough Council of King's Lynn and West Norfolk, Norfolk County Council, Norfolk Police or other public agencies. To do this a baseline service agreement will be put in place.



The services directly delivered by the BID will be an effective and efficient use of the levy funds and will be additional to any statutory service provided by the statutory authorities. The baseline services agreement gives an assurance to business owners that the BID levy will only be used for the additional projects which they voted on in the BID ballot.

Additionally, a baseline agreement avoids the risk that all relevant public agencies will not reduce their current statutory level of service to the BID area following a successful ballot.

The services already provided by public agencies (both statutory and discretionary) within the BID area are shown to the right.

A full and detailed list of services provided in the BID area by the Borough Council of King's Lynn and other public agencies will be provided before the ballot period.

## Service Level Agreements



- Public conveniences



- Street cleansing and litter bin emptying



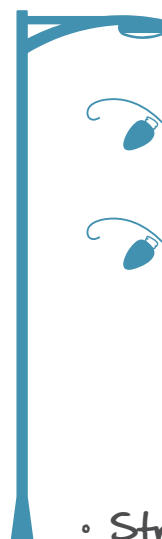
- Horticultural and grounds maintenance works



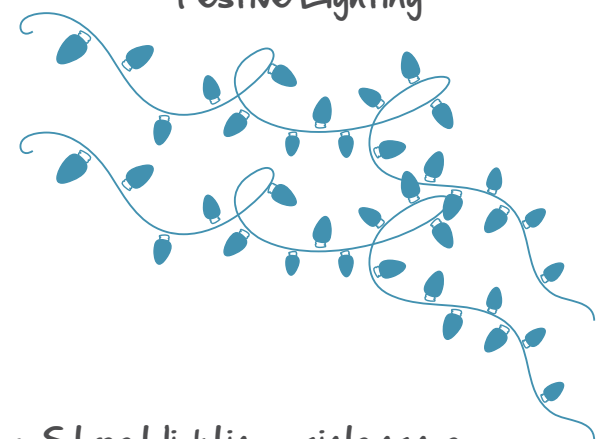
- Road signage and street furniture



- Roads, pavements and car park maintenance (including winter maintenance)



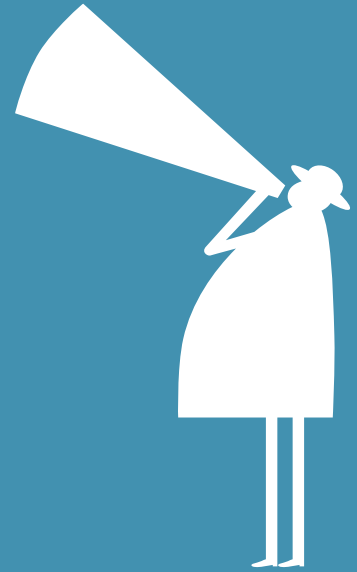
- Festive Lighting



- Street lighting maintenance



# Key Questions & Answers



## 10.1 What exactly is a BID?

A Business Improvement District (BID) is an area within which local businesses agree, through a local ballot, to pay an additional charge on their business rates. An independent business-led company will manage these funds.

This company seeks to guarantee, improve and enhance services and environmental conditions of this defined geographic area of commercial activity. But, it's also a way for everyone who runs a business in the town centre to make more revenue.

## 10.2 Why a BID for King's Lynn?

The public sector provides us with the basic baseline services and at this time of economic uncertainty a BID could generate an additional £1.3 million of investment over 5 years for projects and schemes that you feel would really benefit your town.

## 10.3 Who pays for a BID?

All eligible businesses within the BID proposal area have the opportunity to vote for the King's Lynn BID. If the majority vote YES, then all eligible businesses

within the BID area pay the agreed levy. This is a percentage of your rateable value.

## 10.4 How much would we pay?

In order to deliver the projects and services that would make a difference to King's Lynn town centre, we estimate that something like 65% of businesses in King's Lynn town centre would pay less than £1.00 per day as their contribution.

## 10.5 Isn't that what we pay our business rates for?

No. Business Rates are a national tax that is collected by the Borough Council of King's Lynn and West Norfolk on behalf of central government and then redistributed according to a national formula.

The Council's income from this redistribution is spent throughout King's Lynn and West Norfolk on statutory and discretionary services for residents and businesses. Businesses have very little say in the way the funds are spent.

The great thing about a BID is that the projects have been set by businesses, through a series of consultations. The money is kept locally, and spent locally, for the benefit of the local area. The BID levy is nothing to do with business rates. It is based on a levy on the rateable value of the business unit and the funds are invested within the BID area.

### 10.6 Do BIDs really work?

YES. There are over 200 successful BIDs in the UK ranging from large cities such as Birmingham, Norwich, Cambridge, Lincoln, Liverpool & Newcastle to town centres such as Bedford, Bury St Edmunds & Great Yarmouth. Information on all UK BID's can be found on the UK BID's advisory website [www.ukbids.org](http://www.ukbids.org) Bedford town centre businesses voted in 2005 for a BID, which meant over £2.5m being put into the running of the centre. Over that period it saw increases in footfall, reductions in crime and the introduction of a hugely popular marketing programme. All this meant that when it came for businesses to vote again they had a resounding yes in 2010 to keep it for another 5 years.

### 10.7 What happens next?

This BID business plan has now been finalised and approved and we will go to vote in September 2016. A copy of this document will be sent to every business who is entitled to vote along with the ballot papers at

least 28 days before the ballot date. This document sets out: the BID area, the levy investment rules and most importantly what projects and initiatives the BID propose to deliver to support a vibrant and prosperous town centre.

Once we know the outcome of the ballot we will inform all businesses and proceed accordingly.

### 10.8 How can I help?

There are lots of ways in which you can support the BID

- Become a BID Ambassador
- Attend one of our events to find out more about the BID and what it means for your business

### 10.9 Still not sure what it's about?

If you're still not sure what a BID is, how it can benefit your business or why you should get involved please come to one of our events or get in touch.



If you have anymore questions please email them to

**[carl@kingslynnbid.com](mailto:carl@kingslynnbid.com)**





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