



discover
**KING'S
LYNN**

Discover King's Lynn / King's Lynn BID
2017-2032

About Business Improvement Districts

- Business-led organisation, operates in a defined area with a clear set of aims. Raises income via a levy on rateable premises within that area
- Operate for 5 year terms, ballot at the end of each term to continue
- Ballot is held by the Local Authority
- 2004 BID Regulations
- 1st BID est. in 2004 in Kingston-Upon-Thames
- 352 BIDs in the UK
 - 19 different types, most common is Town Centre BID
 - Av. size across UK – 450 hereditaments, annual levy income £500k
- Recent Governments supportive of BIDs – seen as important stakeholder in place shaping



About Discover King's Lynn, King's Lynn BID

- Est. 2017, 2nd term renewal 2021/22
- Now preparing for a ballot to have a 3rd term 2027-2032
- Currently have 667 hereditaments and annual levy worth £219,000
- Town Centre BID



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About Discover King's Lynn, Our Area

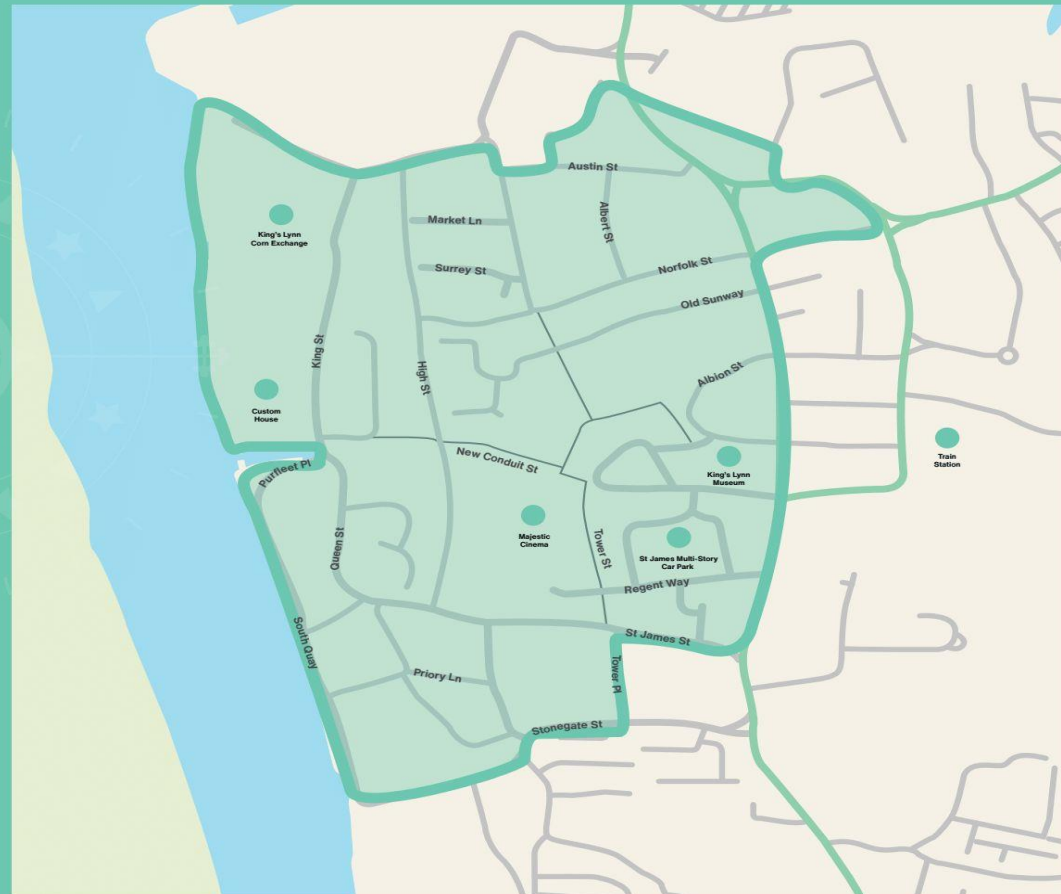
The BID area

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



About Discover King's Lynn, Our Strengths

- Street Rangers, Shopwatch Radios & DISC – stock retrieval, information sharing, crime and ASB prevention, 1st aid
- Defibrillators & Stab kits
- COVID-19 business support
- Events – Monthly Markets, Christmas Market, Street Entertainment, Open Air Film Nights, Halloween & Easter events, Recollect, Cocktail Week, Taste of the Town
- Free or subsidised training for businesses – 1st aid, fire marshal, social media, marketing.
- The Place – pop up shop & multi-use venue
- Marketing incl the Discover KL App
- Invested time in place-shaping – influencing plans and strategies that support and promote a thriving Town Centre



About Discover King's Lynn, 2027-2032

- Championing King's Lynn
 - Marketing
 - Events
 - Celebrating our community – new events grant fund, awards ceremony
- Supporting Business, Strengthening Community
 - Training
 - Pop-ups / meanwhile use
 - Connecting business and VCSE
 - Meet ups
- King's Lynn, A Welcoming & Safe Place
 - Street Rangers, DISC, Shopwatch
- The Voice of the Town Centre & Town Centre Business
 - Continue to and increase role in place-shaping
 - Providing consistency and continuity - developing relationships with the new Council & Mayoral Authority
 - Holding new Authority to account
 - Developing relationship with Town Council?
 - Strengthening alliances with relevant partners such as Norfolk Chambers, FSB

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Next Steps

- Further consultation with businesses, incl head offices
- R&D Panel – July
- Proposal and draft plan signed off by Cabinet – September
- Final plan approval by levy payers – 15 September
- Notification of ballot 1st October
- Ballot papers sent out 13 October
- Ballot closes 12 November 2026
- New term starts 1 April 2027



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