



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



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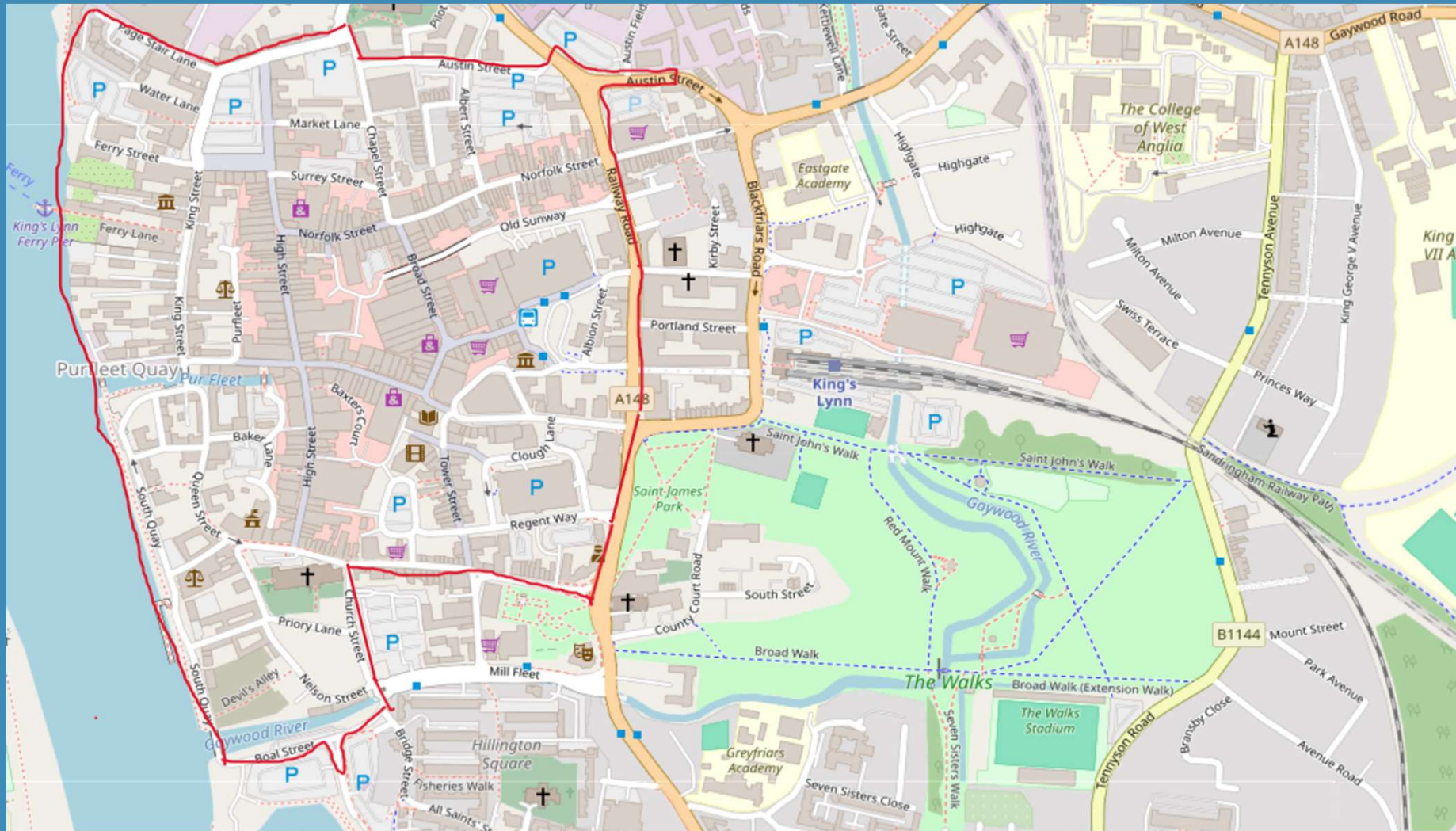
About Discover King's Lynn, King's Lynn BID

- Est. 2017, 2nd term renewal 2021/22
- Now preparing for a ballot for 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



What we've delivered

2022-2026 - Highlights



Footfall is closing on 2019 levels – 93.7%.

Christmas, Easter, Halloween events – narrow the gap further
ASB / Shoplifting – one of the best detection rates in the country, partnership well recognised in the County.

“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, Manager, Dukes Head Hotel

“Footfall has recovered to almost 94% of pre-pandemic levels, outperforming many comparable UK market towns where visitor numbers typically remain further below 2019 levels.

The BID has played a significant role in that success. Its ability to advocate for businesses, secure investment, coordinate initiatives and work in genuine partnership with organisations such as the Vancouver Quarter has strengthened the town's offer and enhanced its reputation. The continued collaboration between the BID, businesses and stakeholders gives me great confidence that King's Lynn is well placed to build on this positive momentum for many years to come.” Alistair Cox, Vancouver Quarter Manager.

About Discover King's Lynn, 2027-2032

Championing King's Lynn

- Marketing
- Events
- Supporting Business, Strengthening Community
 - Training
 - Street Rangers, DISC, Radios
 - Connecting businesses, and businesses with VCSE
- 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 , and Town Council
 - Everyday things – signposting, problem solving, listening.
- Smaller number of levy payers due to <£7,500 threshold
- Option for small businesses to opt-in
- Levy rate rise to 1.9% first increase in 10 years



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And So What?

- Added value
 - Footfall
 - crime and safety
 - place shaping
 - business support & advocacy
 - place promotion
- Key delivery partner
 - PIPP
 - WN Economic Strategy

“BIDs are very valuable, especially in a town like King's Lynn. It gives local and 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 help shape the future of it. ”

Rob Atkinson, Manager, Majestic Cinema

Next Steps

- Further consultation with businesses, incl head offices
- Proposal and draft plan go to 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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