

Borough Council of
**King's Lynn &
West Norfolk**



Regeneration and Development Panel

Agenda

Tuesday, 26th June, 2018
at 6.00 pm

in the

**Council Chamber
Town Hall
Saturday Market Place
King's Lynn**



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200
Fax: 01553 691663

Friday 15th June 2018

Dear Member

Regeneration and Development Panel

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Tuesday, 26th June, 2018 at 6.00 pm** in the **Council Chamber, Town Hall, Saturday Market Place, King's Lynn** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Apologies for absence

To receive any apologies for absence.

2. Minutes (Pages 6 - 10)

To approve the minutes of the previous meeting.

3. Declarations of Interest

Please indicate if there are any interests which should be declared. A declaration of interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

Those declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

4. Urgent Business

To consider any business which, by reason of special circumstances, the Chairman proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

5. Members Present Pursuant to Standing Order 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chairman of their intention to do so and on what items they wish to be heard before the meeting commences. Any Member attending the meeting under Standing Order 34 will only be permitted to speak on those items which have been previously notified to the Chairman.

6. Chairman's Correspondence

If any.

7. Business Improvement District Update (30 minutes) (Pages 11 - 38)

The Chairman of the Business Improvement District will be attending the meeting.

A copy of the Business Improvement Districts Business Plan is attached for background information.

8. King's Lynn Transport Study Workshop session (35 minutes) (Verbal Report)

An update will be provided to the Panel before the Panel is invited to take part in a Workshop Session to identify ideas and issues relating to the King's Lynn Transport Study.

9. NORA Enterprise Zone Update (10 minutes) (Verbal Report)

10. Exclusion of Press and Public

To consider passing the following resolution:

"That under Section 100(A)(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1, 2 or 3 of Part 1 of Schedule 12A to the Act".

11. EXEMPT - Derelict Land and Buildings Update (20 minutes) (Verbal Report)

12. RETURN TO OPEN SESSION

13. Work Programme and Forward Decision List (Pages 39 - 47)

14. Date of the next meeting

To note that the next meeting of the Regeneration & Development Panel is scheduled to take place on 31st July 2018 at 6.00pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

To:

Regeneration and Development Panel: Mrs J Collingham, C J Crofts, P Gidney (Chairman), M Chenery of Horsbrugh, M Howland, P Kunes (Vice-Chairman), C Manning, T Smith, A Tyler, Mrs E Watson and D Whitby

Portfolio Holders:

Councillor A Beales – Portfolio Holder for Regeneration and Corporate Assets
Councillor R Blunt – Portfolio Holder for Development
Councillor P Hodson – Portfolio Holder for Performance and Economic Development

Officers:

Martin Chisholm – Business Manager
Jemma Curtis – Regeneration Programmes Manager
Alan Gomm – LDF Manager
Jason Richardson – Regeneration Project Officer

By Invitation:

Darren Taylor – Chairman of the Business Improvement District
Ian Parkes – Norfolk County Council

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

REGENERATION AND DEVELOPMENT PANEL

Minutes from the Meeting of the Regeneration and Development Panel held on Tuesday, 22nd May, 2018 at 6.00 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn

PRESENT: Councillors P Gidney (Chairman), Mrs J Collingham, C J Crofts, Mrs S Fraser (substitute for C Manning), M Chenery of Horsbrugh, M Howland, P Kunes (Vice Chairman), T Smith, A Tyler, Mrs E Watson and D Whitby

PORTFOLIO HOLDERS:

Councillor R Blunt – Portfolio Holder for Development

OFFICERS:

Alan Gomm – LDF Manager

Ostap Paparega – Regeneration and Economic Development Manager

Fiona Heubeck – Valuer

RD1: APPOINTMENT OF VICE CHAIRMAN FOR THE MUNICIPAL YEAR

RESOLVED: Councillor Paul Kunes was appointed Vice Chairman for the Municipal Year.

RD2: APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Devereux, Manning and Mrs Nockolds.

RD3: MINUTES

RESOLVED: The minutes from the previous meeting were agreed as a correct record and signed by the Chairman.

RD4: DECLARATIONS OF INTEREST

There was none.

RD5: URGENT BUSINESS

There was none.

RD6: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

There was none.

RD7: **CHAIRMAN'S CORRESPONDENCE**

There was none.

RD8: **KING'S LYNN TRANSPORT STUDY UPDATE**

The LDF Manager presented the update. He reminded Councillors that they had been invited to a Stakeholders event in April where a short presentation had been given on the transport strategy. The presentation and notes from the event had been circulated to the Regeneration and Development Panel.

The Panel was provided with information on previous studies which had been conducted, statistics relating to journey types in King's Lynn and the Local Plan. They were informed that patterns of travel would be investigated as part of the study as well as the frequency of bus services and congestion hotspots on the Highways network. The LDF Manager also highlighted that the town centre would grow in the future and additional housing would be developed within the town centre and on the fringes.

The LDF Manager explained that work on the study had commenced in January 2018 and involved:

- Data collection
- Transport modelling
- Identifying options and issues for testing
- Preparation of a draft preferred strategy which would be available early 2019.

The Panel was informed that consultation would be carried out as required and all the information was available to the public so that they could have an input. In terms of what role the Regeneration and Development Panel could play, they would have the opportunity at their next meeting to come up with ideas for potential model testing. A workshop session would be carried out and officers from Norfolk County Council and possibly the consultants working on the study would be present to answer questions and queries.

The LDF Manager provided an overview of some of the issues raised at the recent Stakeholders event relating to cycling, buses and the congestion in the town centre. He also explained that a Governance Group and an Officer Working Group had been established to oversee the study work.

The Portfolio Holder for Development, Councillor Blunt, informed the Panel that he was a Member of the Governance Group and was involved in the development of the strategy.

The Chairman thanked the LDF Manager for the update and invited questions and comments from the Panel, as summarised below.

Councillor Howland referred to a recent notice in the press about Hardings Way Bus route. It was clarified that the notice was to push back the bus gate north so that access to potential development sites was available.

Councillor Mrs Collingham raised concern about the reliability of buses, although she acknowledged that there was a transition of operators. She commented that it was important to have a reliable timetable to promote the use of public transport. Councillor Smith commented that some of the new operator's buses were new, and therefore cleaner than before. He felt that the service would be improved once the new operation had bedded in.

Councillor Smith also commented that, because of the historic nature of the town centre, a lot of the routes in and out of town were narrow or restrictive. He hoped that work to relieve the choke points would be carried out. The LDF Manager explained that survey work had been carried out about origins and destinations of journeys, which would provide an understanding of traffic flows and issues. He explained that options would be tested and Members would have an opportunity to input at their next meeting.

Councillor Crofts commented that the main roads into King's Lynn often could not cope. He felt that by opening up Hardings Way to traffic, some of the pressure could be alleviated. He acknowledged the concerns of residents and commented that there would have to be a balance. The LDF Manager explained that all options would be looked at as part of the study

Councillor Mrs Watson commented that the study also needed to consider journeys from the surrounding areas. She explained that if the villages were all serviced frequently by public transport more people may be encouraged to use it. She also made reference to the Hospital and how busy the car park was.

Councillor Mrs Fraser referred to park and ride and it was confirmed that this would also be looked at as part of the study.

In response to a question from Councillor Chenery of Horsbrugh, the LDF Manager explained that Air Quality would also be a consideration in the study.

The Chairman, Councillor Gidney commented that traffic lights should be brought back under local control. He also asked how Parish Councils could be involved in the study. The LDF Manager explained that the information was available on the website and anyone was able to make comments. More information on the consultation timetable would also be provided at the Panels next meeting.

The Chairman asked if it would be useful for the Panel to set up an Informal Working Group to look at transport. The Portfolio Holder, Councillor Blunt commented that it would be useful in the future for the Panel to have an input.

RESOLVED: The update was noted.

RD9: **MEMBERSHIP OF TASK GROUPS AND INFORMAL WORKING GROUPS**

RESOLVED: 1. The current Informal Working Groups and Task Group established by the Panel would continue to operate.

2. The Membership of the Informal Working Groups was confirmed as follows:

Guildhall: Councillors Collingham, Gidney, Manning, Middleton and A Tyler.

River: Councillors Collingham, Hipperson, Howland, Kunes and Westrop

3. The Democratic Services Officer seek Membership from Group Leaders of the Custom and Self Build Policy Development Task Group for the 2018/2019 Municipal Year.

RD10: **EXCLUSION OF PRESS AND PUBLIC**

RESOLVED: That under Section 100(A)(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following items of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of part 1 of Schedule 12A to the Act.

RD11: **EXEMPT - HERTIAGE ACTION ZONE UPDATE**

The Regeneration and Economic Development Manager provided the Panel with an update on the Heritage Action Zone. A briefing note had also been prepared and circulated to the Panel.

The Chairman thanked the Regeneration and Economic Development Manager for his presentation and invited questions and comments from the Panel. In response to questions, the Regeneration and Economic Development Manager outlined the work being carried out by Historic England, funding opportunities and the work that would be carried out regarding feasibility studies and possible future developments.

RESOLVED: The update was noted.

RD12: EXEMPT - COMMERCIAL RENT ARREARS PRESENTATION

The Council's Valuer presented the Panel with information about Commercial Rent Arrears. The Panel was reminded that they now monitored the Performance Indicators which were relevant to the Regeneration and Development Portfolio. Two targets relating to commercial rents were under target and the presentation would provide the Panel with information on the reasons why they were under target and mitigation work carried out by the Property Services Section.

The Chairman thanked the Valuer for her presentation and invited questions and comments from the Panel. In response to questions, the Valuer and the Property Services Manager provided information on how they dealt with commercial rent arrears and the approaches they could take.

RESOLVED: The report was noted.

RD13: WORK PROGRAMME AND FORWARD DECISION LIST

An update on the Southern Seafront Masterplan was suggested for inclusion on the Work Programme. It was also suggested that the Panel meeting could be held in Hunstanton so that a tour of the site could be conducted before the meeting.

RESOLVED: The Panel's Work Programme was noted.

RD14: DATE OF THE NEXT MEETING

The next meeting of the Regeneration and Development Panel would be held on Tuesday 26th June 2018 at 6.00pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 8.10 pm



Shout loud
for Lynn

KING'S LYNN BID

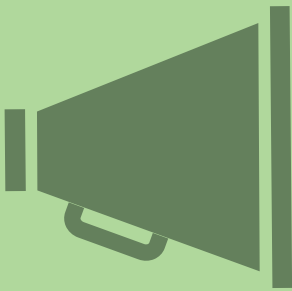
Business Improvement District

Business Plan | March 2016



Contents

- | | | | |
|----|--------------------------|-----|----------------------------|
| 1. | A Vision for King's Lynn | 2. | What You Said... |
| 3. | The BID will deliver... | 4. | The BID Levy and Liability |
| 5. | The BID Area | 6. | The BID Projects... |
| 7. | The Budget | 8. | The Ballot |
| 9. | The BID Company | 10. | Key Questions & Answers |



About this document...

King'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.

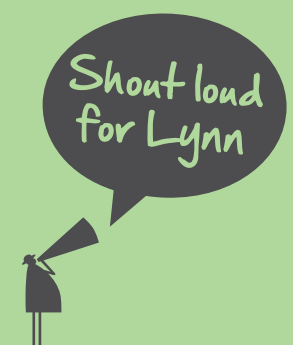
The projects and activities have been developed from feedback gathered from the BID business surveys, face-to-face meetings and open and sector specific meetings.

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

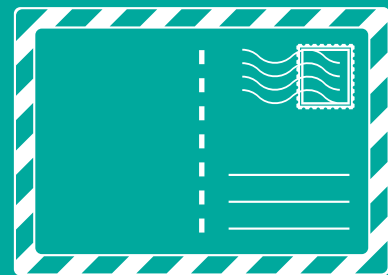
4.1 How much will the levy be?

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



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

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.



Follow us on Twitter: @Kings_Lynn_BID

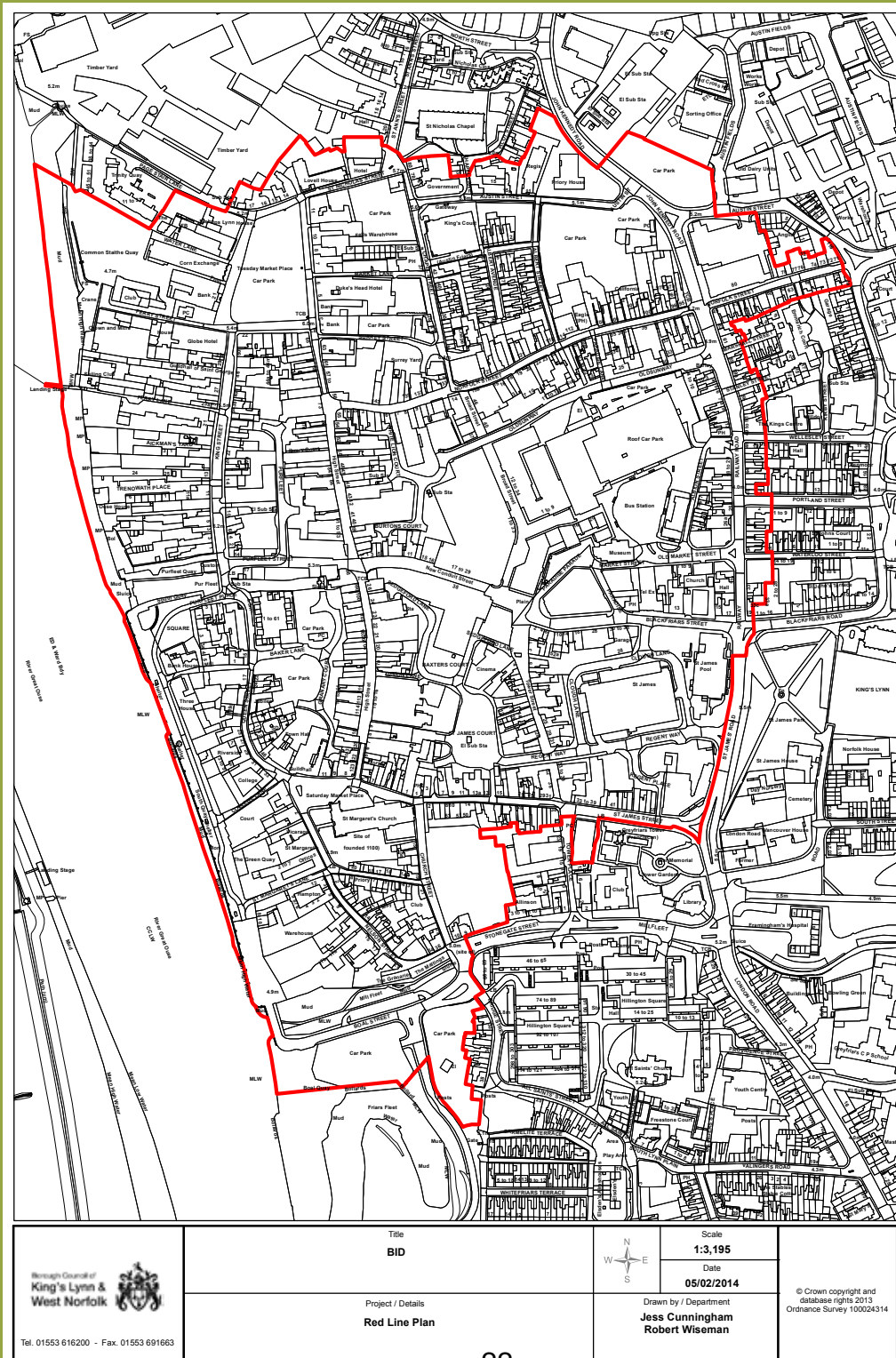
See us on Facebook: KingsLynnBid

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
Burtons 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

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
Total	£272k	£272k	£272k	£272k	£272k	£1.36m

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 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



Email: carl@kingslynnbid.com

Tel: 07825 990665

Website: www.kingslynnbid.com

Follow us on Twitter: @Kings_Lynn_BID

See us on Facebook: KingsLynnBid

Write to us at: 18 Blackfriars Street, King's Lynn, Norfolk PE30 1NS

REGENERATION AND DEVELOPMENT PANEL WORK PROGRAMME 2018/2019

DATE OF MEETING	TITLE	TYPE OF REPORT	LEAD OFFICER	OBJECTIVES AND DESIRED OUTCOMES
22nd May 2018	Appointment of Vice Chairman	Operational		To appoint a Vice Chairman for the municipal year 2018/2019.
	Membership of Task Groups and Informal Working Groups	Operational		To appoint Members to the Task Group for 2018/2019
	King's Lynn Transport Study Update	Update	Alan Gomm	To receive an update
	Heritage Action Zone Update	Update	Ostap Paparega	To receive an update.
	EXEMPT - Commercial Rent Arrears Presentation	Information	Fiona Heubeck and Matthew Henry	Corporate Performance Monitoring identified this as one of the Indicators which was not on target. Officers to provide additional information to the Panel.
26th June 2018	Business Improvement District	Information	Representatives from the BID	To provide the Panel with information on what the BID levy is being used for in the town centre.
	NORA Enterprise Zone Update	Update	Jemma Curtis	Update on progress with the NORA Enterprise Zone.
	EXEMPT - Derelict Land and Buildings Group Update	Update	Jemma Curtis/Jason Richardson	To receive and update on the work of the Group.
	King's Lynn Transport Study	Workshop Session	Ian Parkes (NCC), Alan Gomm, Jemma Curtis	To look at options for model testing.
31st July 2018	Q4 2017-2018 Corporate Performance Monitoring Report	Monitoring	Becky Box/ Ged Greaves	To monitor progress against agreed performance indicators for the year relevant to the Regeneration and Development Panel.
	Riverfront/Nelson Quay	Update	Jemma Curtis	

	Update			
	Heritage Action Zone – unlocking brownfield sites	Update	Jemma Curtis and external consultants	
	West Winch Road	Update	Alan Gomm	Update
	Guildhall/Corn Exchange	Update	Chris Bamfield	
11th September 2018	VENUE – HUNSTANTON. MEETING TO BE PRECEDED BY A TOUR OF THE HUNSTANTON SOUTHERN SEAFRONT MASTERPLAN AREA			
	Q1 2018-2019 Corporate Performance Monitoring Report	Monitoring	Becky Box/ Ged Greaves	To monitor progress against agreed performance indicators for the year relevant to the Regeneration and Development Panel.
	Hunstanton Southern Seafront Masterplan – Tour and Update	Update	Matthew Henry	To conduct a tour of the Masterplan area prior to the meeting and receive an update at the meeting
30th October 2018				
11th December 2018	Q2 2018-2019 Corporate Performance Monitoring Report	Monitoring	Becky Box/ Ged Greaves	To monitor progress against agreed performance indicators for the year relevant to the Regeneration and Development Panel.
	Budget	Presentation	Lorraine Gore	Opportunity to feed into the Budget setting process prior to its submission to Cabinet and Council.
29th January 2019				
12th March 2019				
9th April 2019	Q3 2018-2019 Corporate Performance Monitoring	Monitoring	Becky Box/ Ged Greaves	To monitor progress against agreed performance indicators for the year

	Report			relevant to the Regeneration and Development Panel.
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FORWARD DECISIONS LIST

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
25 June 2018						
	King's Lynn Property Acquisition	Key	Cabinet	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Revenue Outturn	Key	Council	Leader Deputy Chief Executive		Public
42	Capital Outturn	Key	Council	Leader Deputy Chief Executive		Public
	Compliance and Enforcement – Energy Efficiency (Private Rented Property) (England and Wales) Regulations 2015	Non	Council	Housing & Community Chief Executive		Public
	West Norfolk Housing Company – conversion to not for profit organisation and Business Plan	Non	Cabinet	Housing & Community Chief Executive		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	One Public Estate & Hunstanton Master Plan	Key	Cabinet	Performance and Economic Development Exec Dir – C Bamfield		Private - Contains exempt Information under para 3 –

						information relating to the business affairs of any person (including the authority)
	Members Code of Good Practice for Licensing	Non	Council	Community Exec Dir – D Gates		Public
	Audit Committee Effectiveness	Non	Cabinet	Leader Deputy Chief Executive		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
21 August 2018						
43	King's Lynn Property Acquisition	Key	Cabinet	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Major Housing Phase 3 – Enabling Work for Lynnsport 1	Key	Council	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)

	NORA Phase 4	Key	Council	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	South East King's Lynn Strategic Growth Area / West Winch Relief Road	Key	Cabinet	Development Exec Dir - G Hall		Public
	Economic Development – Shared Services	Non	Council	Economic Development and Performance Exec Dir – C Bamfield		Public
44	Leisure Services Provision	Key	Council	Culture, Heritage and Health Exec Dir - C Bamfield		Private – Contains exempt information under para 3 – information relating to the business affairs of any person (including the authority)
	Proposed Enforced Sales case & future procedures	Non	Cabinet	Development Exec Dir – G Hall		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Spec Units at NORA	Key	Cabinet	Corporate Projects and Assets Exec Dir – C Bamfield		Public
	Accelerated Construction Scheme	Key	Cabinet	Housing & Community Chief Executive		Public

	Private Sector Housing Policy	Key	Council	Housing & Community Chief Executive		Public
	Tree and Woodland Strategy	Non	Council	Culture, Heritage and Health Exec Dir – C Bamfield		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
2 October 2018						
45	King's Lynn Property Acquisition	Key	Cabinet	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Council Tax Discounts	Key	Cabinet	Leader Deputy Chief Executive		Public
	Lynnsport Community Facilities	Key	Council	Corporate Projects and Assets Exec Dir - C Bamfield		Public
	Nelson Quay King's Lynn - Planning and Delivery	Key	Cabinet	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
	Difficult to Deliver Site – Hunstanton – Housing With Care	Key	Council	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 –

						information relating to the business affairs of any person (including the authority)
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Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
13 November 2018						
	King's Lynn Property Acquisition	Key	Cabinet	Corporate Projects and Assets Exec Dir - C Bamfield		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)

46

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
8 January 2019	Council Tax Support	Key	Cabinet	Leader Deputy Chief Executive		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
5 February 2019						
	Budget	Key	Council	Leader Deputy Chief Executive		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background	Public or Private Meeting
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		Decision			Papers	
26 March 2019						