

King's Lynn Business Improvement District

Regeneration and Development
panel 26th June 2018



King's Lynn Business Improvement District...this evening's agenda

- What is a BID
- Ancient history
- 2017
- 2018 to date / plans
- Next 3 years
- Some thinking for you
- Q & A



So what is a BID?

- *A Business Improvement District (BID) is an area within which local businesses agree, through a legally-binding local ballot, to pay an additional charge on their business rates.*
- *These funds are managed by an independent, business-led company. The directors of this company are directly elected by the businesses who pay the BID levy.*
- *This company seeks to guarantee, improve and enhance services and environmental conditions of this defined geographic area of commercial activity.*



What is a BID (alternative definition)

A BID is an opportunity for everyone who runs a business in King's Lynn town centre to make a positive contribution to the town...and to make more money.

Why else would we do it?



November 2016

**BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK
LOCAL GOVERNMENT ACT 2003
BUSINESS IMPROVEMENT DISTRICTS (ENGLAND) REGULATIONS 2004**

NOTICE OF RESULT OF BALLOT

**PROPOSED BUSINESS IMPROVEMENT DISTRICT
KING'S LYNN TOWN CENTRE**

I, being the Deputy Ballot Holder, for the ballot held on the proposal to introduce a Business Improvement District (BID) for King's Lynn do hereby declare that the results of the ballot are as follows:

The Ballot Holder's decision on a Ballot Paper is final.

Number of ballots sent	635
Total number of valid votes cast	251
Ballot Papers Rejected	5
Total Turnout	256
Percentage of turnout ballot	40.31%
Total number of valid votes cast in favour of the BID proposal	53.39%
Aggregate rateable value of hereditaments of valid votes cast	£ 134
Aggregate rateable value of hereditaments of valid votes cast in favour of the BID proposal	£ 8,196,410
	£ 4,498,395
	54.88%

Signed: M. A. [Signature] Dated: Wednesday, 9 November 2016
Deputy Ballot Holder
Person appointed by the Ballot Holder

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King's Court, Chapel St



November 16 to April 17

- Steering group canvassed for levy payers to join a board of directors for new BID company
- Spoke to consultants
- Ruled out consultants as too expensive
- Board formed, company articles agreed, paperwork submitted, King's Lynn BID limited formed
- BID invoices sent out



Board members

- Darren Taylor, KL.FM (Chair)
- Abbie Panks, Vancouver Quarter (Vice Chair, Marketing & Communications Sub-Committee Head)
- Sharon Edwards, Mapus-Smith & Lemmon (Finance & Governance Sub-Committee head)
- Tom Harwood, M & S (Business Development Sub-Committee head)
- Janette Crawford (Wilkinsons)
- Sarah Haynes (Boots)
- Alan Bedwell (Sainsbury's)
- Cllr Peter Hodson (Borough Council)
- Veronica Sekules (Groundwork Gallery)
- Ian Cunliffe (Seventh Heaven)
- Amanda Davies (Kenneth Bush)
- Bridget Nurse (Bridget's Flowers)
- Liz Harrison (DIY Centre)
- John Harrison (Youngster's World)
- Jeannette Goodrich (Bank House)



2017 Strategy

- Agreed not to appoint any salaried staff in Year 1
- 3 executive sub-committees formed
- Finance / Marketing / Business Development
- Concentrate on small number of projects and work alongside existing town centre initiatives
- Hold back some budget for future



2017/18 Initiatives

- Business training seminars
- Newsletters
- Advertising campaigns
- Christmas market
- Parking promotion
- Cocktail week
- Launch of farmers market



2018/19

- BID Manager appointed
- Farmers and Craft markets
- Grant scheme
- Advertising campaigns
- Training seminars
- Radios
- Business Week (October)
- Christmas



Into the future

- Marketing
- Training
- Access & parking
- Security
- Town centre as destination



Thoughts for BCKLWN

- **Support for the BID has been invaluable. Thank you.**
- **Town centre events are good. Very good.**
- **Can you do more to incentive and support town centre businesses?**

- **Loughborough BID** – Business Start Up package worth up to £5,000 includes business advice, training, mentoring, grants for premises, information about empty properties, footfall figures etc.
- **Barrow BID & Council and partners** – Love Barrow Town Centre Pledge...High profile local campaign that 4 partners have signed up to in order to improve Barrow TC and get it to the point of entering the 2018 High Street Awards actions include environmental improvements and an empty shops strategy.
- **Stockton -on-Tees** Business Rates Discount Scheme & Enterprise Retail Support – Up to £10,000 for new businesses to take up empty premises in Stockton including capital improvement grants, mentoring, business start up advice and business rates discount.
- **NW Leicestershire** Enterprising Town Centre grants £500-£25,000 plus business advice and training
- **Slough** currently undertaking a consultation offering business rates discounts

- **We would love to work with you on this but it needs to be lead by you**



Questions

