

REPORT TO CABINET

Open		Would any decisions proposed :		
Any especially affected Wards	Discretionary	Be entirely within cabinet's powers to decide YES		
		Need to be recommendations to Council	NO	
		Is it a key decision	NO	
Lead Member: Cllr.stuart.dark@west-norfolk.gov.uk		Other Cabinet Members consulted:		
		Other Members consulted:		
Lead Officer: Lorraine Gore E-mail: Lorraine.Gore@west-norfolk.gov.uk Direct Dial: 01553 616245		Other Officers consulted: Management Team;		
Financial Implications YES	Policy/Personnel Implications NO	Statutory Implications (incl S.17) NO	Equal Opportunities Implications NO	Risk Management Implications NO

Date of meeting: 20 October 2021

DISCOVER KING'S LYNN (KING'S LYNN BID LTD) RENEWAL PROPOSAL FOR A SECOND TERM 2022-2027

Summary

In accordance with Schedule 1, Regulation 4 of the 2004 BID Regulations, the Chair of King's Lynn BID Ltd, on behalf of the Board of Directors, submitted their renewal proposal for a second term, and a request to the Local Authority to hold a ballot on 11 November 2021, to the Chief Executive on 21 September 2021.

Recommendation

Cabinet is recommended to:

- (a) Endorse the Discover King's Lynn Business Plan 2022-2027
- (b) Instruct the Chief Executive to vote in favour of the BID on behalf of the Council.

Reason for Decision

To allow the Chief Executive to vote on behalf of the Council in the King's Lynn BID ballot on 11 November 2021.

1 BACKGROUND

- 1.1 In 2016 the Council approved the King's Lynn BID Business Plan and agreed to vote in favour of the ballot and to put in place arrangements to collect the levy.
- 1.2 The Council has an interest in the ballot in that there are 35 council owned premises within the defined area of the BID that are subject to the levy. The annual cost of the levy in 2021/2022 is £19,116
- 1.3 The Council as an owner of premises in the BID area will be entitled to vote when the ballot for a second term is held on 11 November 2021.
- 1.4 If the ballot for a second term is successful the BID levy is estimated to generate £223,500 of investment each year to support the town centre.

2 OPTIONS CONSIDERED

- 2.1 The Council can place a vote for or against the proposal Business Plan or abstain. The proposal is led by businesses in the town centre and was seen by the Council as the creation of investment that will enhance the environment and attract more shoppers, visitors and businesses to King's Lynn.
- 2.2 It is proposed that the Council continues with its support of the BID and the Business Plan and instructs the Chief Executive to vote accordingly on behalf of the Council.

3 KING'S LYNN BID BUSINESS PLAN AND KING'S LYNN TOWN INVESTMENT PLAN

- 3.1 The BID has had a role in the development of the King's Lynn Town Investment Plan – a 10-year vision that has identified priority interventions to drive economic growth in the town. The government suggested at the start of the Towns Fund process in late 2019, that BIDS could play a role in Town Deal Boards (TDB). The King's Lynn BID has played a key role, firstly in respect of governance – being a member of the board that has agreed priorities for a funding package, as well now overseeing the delivery of those interventions; and secondly a role in engagement with town centre stakeholders, including BID members and representing their views and sharing their perspectives as part of the process.
- 3.2 Early engagement was vital in the preparation of the Town Investment plan. It is important that the role of the BID in relation to Town's fund continues throughout the business case stage (to June 2022), and delivery stages of the process. The BID is in a unique position to facilitate a two-way flow of information between the TDB and BID members. The programme as agreed with central government contains a number interventions that are designed directly to address some of the priorities of the BID – including business diversification in the town; boosting footfall and dwell time; making the town look attractive; increasing pride in the town, creating a sense of community. The continued involvement of the BID in shaping the Towns Fund and other future 'place-based' funds relating to the Levelling Up agenda will ensure that funds are directed in an informed way; to deliver the maximum benefit to the sustained vitality and prosperity of King's Lynn town centre.

4 POLICY IMPLICATIONS

- 4.1 The Council has previously indicated its support for the BID

5 FINANCIAL IMPLICATIONS

- 5.1 If the ballot for a second term is successful the Council will pay a BID levy estimated to be £19,116 per year. The Financial Plan already includes budget provision for the BID levy.

6 BACKGROUND PAPERS

- 6.1 Renewal proposal for a second term 2022-2027 attached.