



discover
**KING'S
LYNN**

Ms Lorraine Gore
Chief Executive
Borough Council of King's Lynn
And West Norfolk
King's Court
Chapel Street
King's Lynn
PE30 1EX

Mrs Sharon Edwards
Discover King's Lynn
King's Lynn BID Ltd
C/o 48 King Street
King's Lynn
PE30 1HE

Tuesday 21st September 2021

Dear Lorraine,

Re: Discover King's Lynn (King's Lynn BID Ltd) Renewal Proposal for a 2nd Term

As per Schedule 1, Regulation 4 of the 2004 BID Regulations, please accept this letter and accompanying documents as Discover King's Lynn's (King's Lynn Bid Ltd) Renewal Proposal, and our request to the Local Authority to hold a ballot on 11 November 2021. I am submitting this proposal as Chair of King's Lynn BID Ltd and on behalf of the Board of Directors.

Notice of the intention to hold a ballot was provided to the Secretary of State on 25th June 2021.

The Proposal includes the following detail and documentation.

Details of King's Lynn BID Ltd company status and Board of Directors.

The BID area for the second term 2022-2027.

A ratings list extract.

How the levy will be calculated, eligibility and exemptions.

An Operating Agreement with the Borough Council regarding billing arrangements for the Term.

Our priorities for a second term and what we propose to deliver, as determined by the consultation process and SWOT analysis.

Details of the consultation.





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A cashflow for the period 1 April 2022 to 31 March 2027, the proposed period for the 2nd term.

The financial management and governance arrangements for the BID.

A copy of the notification to the Secretary of State.

Our Business Plan 2022-2027.

Should you have any queries regarding these documents, please contact Vicky Etheridge, BID Manager, E:vicky@discoverkingslynn.com or T: 07387 752 226

Thank you in advance for your assistance and support. We feel strongly that now, more than ever, King's Lynn Town Centre needs a BID, and that by working together, we will secure a stronger future for the Town.

Yours Sincerely,

Sharon Edwards

Sharon Edwards
Chair, King's Lynn BID Ltd

Encs.

Discover King's Lynn Proposal for a Renewal Ballot for a Second Term 2022-2027

This Proposal has been drawn up and submitted to the Borough Council of King's Lynn and West Norfolk by King's Lynn BID Ltd, trading as Discover King's Lynn. King's Lynn BID Ltd is a company limited by guarantee, incorporated in April 2017 to run the Business Improvement District for King's Lynn town centre, following a successful ballot in November 2016.

If successful at ballot, it is proposed that the second term would commence on 1st April 2022 and run until 31st March 2027. King's Lynn BID Ltd would continue to manage and run the BID during this period.

Notice of the intention to hold a ballot was provided to the Secretary of State on 25th June 2021, see pages 90-91.

King's Lynn BID Company details

Company No: 10722907

Registered Address: 48 King Street, King's Lynn, Norfolk, PE30 1HE

Directors:

Sharon Edwards, Partner, Mapus-Smith & Lemmon

Janette Crawford, Manager, Wilko

Julie Easter, Director, Kenneth Bush Solicitors

Michael Baldwin, Owner, Bank House Hotel

Liz Harrison, Owner, Youngsters World

John Harrison, Owner, BJ Models & DIY

Veronica Sekules, Director, Groundwork Gallery

Alan Bedwell, Manager, Sainsbury's

Cllr Graham Middleton, Deputy Leader, Borough Council of King's Lynn & West Norfolk

Jenny Richards, Director, Prontaprint.

Proposed BID Area

Following a SWOT analysis and review of how the BID currently operates, the Board agreed to keep the BID area and boundary unchanged for a second term. The map and list of streets within the BID boundary can be found on pages 12 and 13.

A BID extract, that is the list of hereditaments within the proposed BID boundary, eligible to pay the levy as of 20 September 2021 can be found on pages 14 to 22.

BID Levy Rules

How the levy will be calculated

The BID levy will be calculated using the current rateable value shown on the 2017 Non-Domestic Rating list for the duration of the five-year BID term from 1st April 2022 - 31st March 2027 (subject to the exceptions below). No adjustments will be made for any exemptions or reliefs, or any changes to rateable value for an existing property as a result of the 2023 revaluation. The levy will be updated on an ongoing basis for any changes to the 2017 rateable value.

The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property or hereditament including inter alia, new construction, merger, sub-division, extensions, and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term.

The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2027, even if they did not vote in the ballot. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

Properties deleted from the Rating List will no longer have to pay the BID Levy from the date they are deleted.

By taking this approach, the BID can budget with certainty and is in a stronger position to deliver the priorities as set out in the Business Plan 2022-2027.

The levy rates are not changing, and properties with a rateable value of £7,500 or less will still pay a flat rate of £100 per annum. Properties with a rateable value of over £7,500 will continue to pay a levy of 1.5% of the rateable value. Changes to the 2017 rateable value during the five-year BID term will be reflected in the levy charge.

The BID Levy will be charged annually in advance for each chargeable period to be April to March each year. The levy will be a daily charge. The BID levy is paid by the current ratepayer. If the ratepayer changes during the five-year BID term the new ratepayer will be liable to pay the levy from the date of occupation.

VAT and Inflation will not be charged on the levy.

The owners of untenanted properties will be liable for payment of the levy, with no void period.

Exemptions

Places of Religious Worship and Non-Retail Charities with a rateable value of £7,500 or less will be exempt from paying the levy and will not receive a vote in the ballot.

Collection of the Levy

The Borough Council of King's Lynn & West Norfolk will be responsible for the administration and collection of the levy and will charge an annual fee. The fee has been calculated as £4,500 per annum. Details of how payment of this fee will be taken are set out in the draft Operating Agreement on pages23-35.

Operating Agreement with the Borough Council of King's Lynn & West Norfolk

The draft Operating Agreement between the Borough Council and King's Lynn BID Ltd is based on the Operating Agreements that have been in place and reviewed annually since 2017. It sets out arrangements for the billing, collection and recovery of the BIID Levy and the general arrangements as to the relationship to be established between BCKLWN and King's Lynn BID Ltd for the duration of the BID.

The purpose of this Agreement is to:

- establish the procedure for setting the BID Levy.
- confirm the basis upon which BCKLWN will be responsible for collecting the BID Levy.
- set out the enforcement mechanisms for collection of the BID Levy.
- set out the procedures for accounting and payment of the BID Levy.
- provide for the monitoring and review of the collection of the BID Levy; and
- confirm the way BCKLWN expenses incurred in collecting the BID Levy shall be paid.

Priorities for a Second Term – Proposed Areas of Activity

Our focus for a second term comes from a review and analysis of what we have achieved during our first term, an understanding of the challenges and aspirations of our levy payers, and a SWOT of the challenges and opportunities for our town centre economy and a BID over the next five years. The SWOT analysis was undertaken by the BID Board in the autumn of 2020 and is available on page 36.

Our budget will be split across the following 4 priorities.

1. To Shout About King's Lynn Town Centre

We want to attract new and repeat visitors to the town to shop, relax, stay and explore. We will raise the profile of the Town as a sub-regional business centre and tourist destination.

Areas of work under this priority include:

- Delivering a programme of regular events and animations
- Developing the Discover King's Lynn brand to attract new audiences further afield.
- Campaigns to promote the Town's strengths
- Working with partners to improve signage and other resources to direct people into and around the town.

2. To Support and Strengthen Business

Working collaboratively with partners such as the Borough and County Councils, LEP and Norfolk BIDs to create an environment where established businesses and new start-ups thrive.

Areas of work under this priority include:

- Providing access to quality business advice, coaching and training.
- Encouraging new and different businesses to the town
- Encouraging and supporting businesses to reduce waste and their environmental impact.
- Continue with our Street Ranger initiative.
- Further develop the Shopwatch group and set up a network for the Night-Time Economy.

3. A Voice for Business and the Town Centre Economy

Now more than ever Business and town centres need a voice and a champion. We have developed strong collaborative relationships with public stakeholders and levy payers have told us over the course of our consultation period that they want us to continue to do this on their behalf.

Areas of work under this priority include:

- To advocate a town centre focused approach to investment, using our position on the Town Board and with other funding programmes to influence funding decisions to the benefit of the town centre.
- To represent town centre business interests to stakeholders in order to raise awareness of issues and influence allocation of resources and policy development.
- To encourage collaboration amongst and across businesses in the town centre through regular networking and information sharing opportunities.

4. To Create Pride in our Town Centre

To build on the strong sense of pride held by many businesses, to do what we can to enhance the appearance and attractiveness of the Town.

Areas of work under this priority include:

- Maximize opportunities for street dressing for example, hanging baskets, bunting and lighting.
- Use our position on the Town Board and Public Realm Action Group to influence spending to improve Gateways into town, enhance and encourage a café culture, create and install temporary improvements to vacant units such as shop jackets, vinyls and art / lighting installations.

Consultation

Talking with businesses, getting feedback, sharing information, understanding their challenges is a core part of being a BID. The Pandemic and subsequent lockdowns and re-openings gave us a unique opportunity to connect with and support our levy payers and has informed much of what is in our Business Plan 2022-2027 and in this Proposal.

From May 2020 we have held monthly on-line and in person (when able) networking meetings, our Street Rangers visit businesses daily, undertaking up to 100 visits a month.

From January to March this year, we undertook a survey, specifically about the potential priorities for a second term. This survey focused on the work areas of our current business plan, as well as potential new areas of work based on our understanding of business need and the changing town centre economy. Around 10% of levy payers responded to this survey either on-line or by completing a hard copy, delivered by the Street Rangers. A copy of the survey and the collated responses are on pages 37-54.

We used the responses from the survey to draft a set of priorities and identified the issues that needed to be explored further through discussion. During June and July, we held 9 consultation meetings to this end, supplemented by phone calls, emails and face to face meetings. Copies of the newsletters and emails that were sent, and hand delivered to all levy payers, from January through to September are within this document. These documents encourage levy payers to get involved and give information and details about meetings and how to provide comments.

In addition to this we have a levy payer Facebook Group and What's App group that is used to gather feedback, as well as provide information.

By July, feedback from the consultation meetings had provided a list of priorities for a second term. These are reflected in our Business Plan and include.

- Marketing & Events
- Increasing Pride in the Town
- Boosting footfall and dwell time
- Continuing the Street Ranger service
- Promoting King's Lynn as a tourist destination
- Business development support
- Training for businesses
- Speaking up for Business
- Supporting the night-time economy
- Stimulating diversification of the town centre
- Encouraging business collaboration
- Promoting independents
- Creating a sense of community
- Promoting a café culture
- Improving the attractiveness of Gateways into town.
- Making the town look more attractive
- Reducing business costs and their carbon footprint.

Draft Business Plan

We produced a draft Business Plan (pages82-89), drawing on these conversations and identified priorities, and circulated this to all levy payers from 12th July for a 3-week consultation period. Once again, we emailed, and hand delivered copies to ensure that everyone had the opportunity to comment and give feedback.

Business Plan 2022-2027

The final Business Plan takes into account the comments received and is available on pages 92-123. This is being sent to all levy payers and will be available on our website.

Budget & Cash Flow 2022-2027

The table below sets out the cashflow and budget for 2022-2027. The levy value is based on 2021/22 figures. We have budgeted to receive up to 97% of the value of the levy, based on historic collection rates. Whilst we hope to lever in additional sources of funding and are currently awaiting confirmation of funding from the Community Renewal Fund, we have not factored this into the budget due to significant uncertainty. The additional income set out in the cashflow comes from receipts from events such as Markets, as well as training courses. This amount is in line with income levels for the period 2017-2022.

Budget 2022-2027

Year	1	2	3	4	5
Income					
Levy	223,500	223,500	223,500	223,500	223,500
Additional income	5,000	5,000	5,000	5,000	5,000
Reserves	5,000	5,000	5,000	0	0
Total Income	233,500	233,500	233,500	228,500	228,500
Expenditure					
1. Shout About KL	83,510	83,510	83,510	83,510	83,510
2. Support Business	70,000	70,000	70,000	65,000	65,000
3. A Voice for Business	30,000	30,000	30,000	30,000	30,000
4. Create Pride in our Town	15,000	15,000	15,000	15,000	15,000
5. Operational Costs	30,340	30,340	30,340	30,340	30,340
6. Council Charge	4,500	4,500	4,500	4,500	4,500
Total Expenditure	233,350	233,350	233,350	228,350	228,350
Retained surplus	45,000	40,000	35,000	35,000	35,000

We anticipate a carry forward of contingency funds from 2021/22 of up to £50,000 and propose to draw on this funding for the first three years of the second term, as set out in the cash flow. We will maintain a contingency of £35,000.

All costs relating to the Renewal ballot are covered within our existing budget and will be paid for during the financial year 2021/22.

The operating costs for the second term are less than 20% of the total income.

Governance

Existing governance arrangements will be applied to the new term 2022-2027. The Board will continue to have responsibility for financial arrangements, contractual obligations and human resources, standards and compliance and strategic direction.

The current Board of Directors will remain in place, unless they choose to stand down. Additional Board members will be sought to supplement skills and areas of expertise as required. The Board will primarily consist of representatives of levy payers.

Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands and circumstances of levy payers. However, any change to the BID boundary or to the levy rate would require an alteration ballot.

The Company will provide copies of statutory accounts and financial statements to the Local Billing Authority and levy payers on request. A financial summary and progress against outcomes and actions will be sent to all levy payers annually. In addition, an annual presentation to levy payers and stakeholders will be held, to review activities and determine priorities for the year ahead.

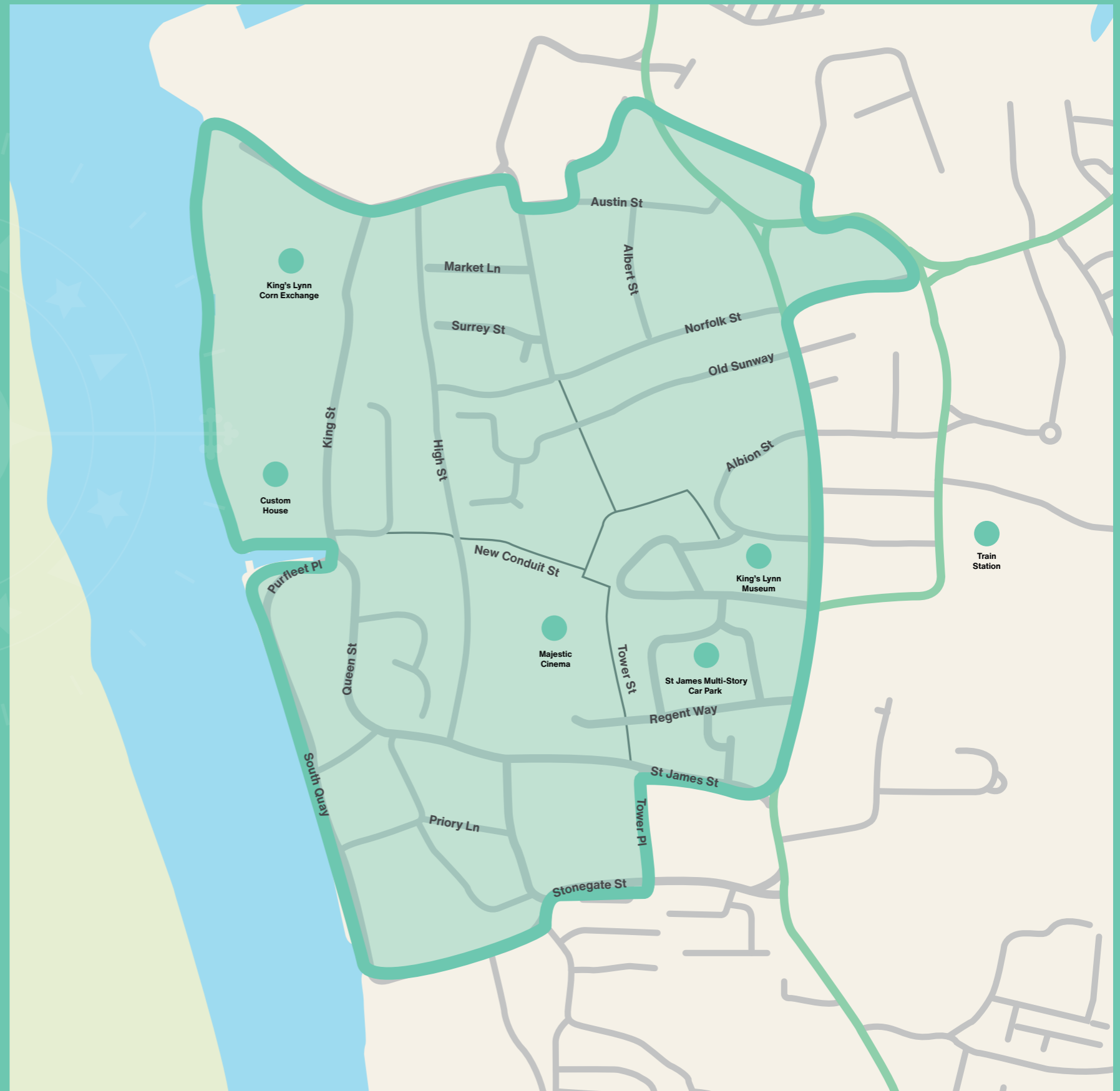
The BID area

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 |
| Burtens 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




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.



 <p>Tel. 01553 616200 - Fax. 01553 691663</p>	<p>Title BID</p>	<p>Scale 1:3,195</p>	<p>Date 05/02/2014</p>
	<p>Project / Details Red Line Plan</p>	<p>Drawn by / Department Jess Cunningham Robert Wiseman</p>	

Dated xxxxxx

KING'S LYNN BUSINESS IMPROVEMENT DISTRICT: SERVICE LEVEL AGREEMENT

(VERSION 1: APRIL 2022)

Between

Borough Council of King's Lynn & West Norfolk (BCKLWN)

- and -

King's Lynn BID Group Ltd t/a Discover King's Lynn

For the period 1 April 2022 to 31 March 2027

Definitions

BCKLWN:	The Billing Authority for the purposes of the Local Government Act 2003 and responsible for collecting the BID Levy and administering the BID Revenue Account.
BID Levy:	Amount payable by ratepayers in the BID area under the BID Regulations and Levy Rules
BID Period:	1 April 2022 to 31 March 2027
BID Regulations:	The Local Government Act 2003 Part 4 and the Business Improvement Districts (England) Regulations 2004 SI 2004.2443
BID Year:	The period starting 1 April and ending 31 March
King's Lynn BID Ltd:	Known as King's Lynn BID Ltd t/a Discover King's Lynn - The body responsible for the operation of the BID and for using the BID Levy for the purposes of achieving the BID Arrangements.
NNDR:	National Non-Domestic Rates
Rating List:	The Non-Domestic Rating List 2017 (or 2023 where appropriate) as compiled and maintained by the Valuation Office Agency

1 Service Level Agreement

1.1 This SLA details the arrangements for the billing, collection and recovery of the BIID Levy and the general arrangements as to the relationship to be established between BCKLWN and King's Lynn BID Ltd for the duration of the BID.

The purpose of this Agreement is to:

- establish the procedure for setting the BID Levy;
- confirm the basis upon which BCKLWN will be responsible for collecting the BID Levy;
- set out the enforcement mechanisms for collection of the BID Levy;
- set out the procedures for accounting and payment of the BID Levy;
- provide for the monitoring and review of the collection of the BID Levy; and
- confirm the manner in which BCKLWN expenses incurred in collecting the BID Levy shall be paid.

2 BID Levy Rules

2.1 The BID Levy for the five-year period of the BID is initially calculated based on the property's Rateable Value (RV) from the 2017 Rating List at the BID start date of 1.4.2022. The 2017 RV will be used for the duration of the BID, subject to the exceptions at 2.5.

2.2 The BID Levy will be charged as follows:

Property and RV	Annual BID Levy
RV £7,500 or less*	£100
RV over £7,500	1.5% of RV
Exclusions: <ul style="list-style-type: none">• Places of Religious Worship• Non-Retail Charity Premises with a RV of £7,500 or less	£0

**Any property with a Rateable Value of £0 will be assumed to have a Rateable Value of £1 for the purpose of the BID Levy*

- 2.3 Changes to properties and RVs received after the BID start date of 1.4.2022 will be dealt with in the same way as they are for NNDR accounts.
- 2.4 Where a property RV is adjusted, the BID Levy will be recalculated from the date of the change and based on the new RV.
- 2.5 Properties deleted from the Rating List will no longer be charged the BID Levy from the date they are deleted.
- 2.5 The RV in the 2023 Rating List is to be used where there is a change of use or physical change to a property or hereditament including new construction, merger, sub-division, extensions, and refurbishment, where the hereditament has no entry in the 2017 list but is shown in the 2023 Rating List.
- 2.6 The BID Levy is chargeable on a daily basis and is payable by the party liable to pay NNDR for the property on that day, except where:
- The liable party is a Company In Administration, and
 - All or part of the BID Levy is unpaid,
- in which case the Owner of the Property (as defined in the Non-Domestic Rates legislation) will be requested to pay the BID Levy
- 2.7 Any change in the party liable to pay NNDR during the year will result in the liability to pay the BID Levy being altered from the same date.

3 Collection of the BID Levy

- 3.1 BCKLWN will issue the BID Levy invoice on, or as soon as reasonably practicable before or after, 1 April for each year.
- 3.2 King's Lynn BID Ltd will supply BCKLWN with the necessary financial and contact information by 15 February of each year to allow BCKLWN to issue the BID invoices for the forthcoming BID year
- 3.3 The BID Levy Invoice will be sent under separate cover to the NNDR Bill
- 3.4 The BID Invoice will be dated 1 April of the BID year

- 3.5 The BID Levy is payable in ten monthly instalments, or a number of monthly instalments equal to the number of months remaining in the financial year minus one, with the first instalment due a minimum of 14 days after the invoice date. Lump sum payments are also accepted.
- 3.6 The BID Levy is payable by Direct Debit, Bank Transfer, Online or over the telephone by Debit or Credit Card.
- 3.7 If payment is not received within 14 days of an instalment due date, BCKLWN will commence recovery proceedings in accordance with Section 4 of this agreement.

4 Recovery and Enforcement of the BID Levy

- 4.1 BCKLWN will use the statutory recovery and enforcement procedures for NNDR as the recovery and enforcement procedures for payment of the BID Levy
- 4.2 Subject to the table at 4.3, BCKLWN will decide the most appropriate timing of recovery action
- 4.3 BCKLWN will use the outline recovery process as below, including any special conditions:

Recovery Stage	When Used	Special Conditions
Reminder	Minimum of 14 days after the instalment due date	No Reminders to be issued with a value under £5
Summons	Minimum of 17 days after Reminder issued	None
Liability Order	Obtained in the Magistrates court following the issue of a Summons	Costs are payable by the debtor
Post Liability Order action	Following the issue of a Liability Order – can include Payment Plans, referral to Enforcement Agents or action in the Committal Court	Any action will aim to collect the outstanding debt within the BID year Committal Action incurs significant costs for the BID Group and will only be

		commenced with the prior agreement of King's Lynn BID Ltd
Write Off	When all enforcement action has failed	A list of proposed Write Offs will be sent by BCKLWN to King's Lynn BID Ltd for authorisation on a quarterly basis. BCKLWN are authorised to write off any small balance amount with a value up to and including £10.00 without authorisation from King's Lynn Bid Ltd

5 The BID Revenue Account - Payments

- 5.1 BCKLWN will keep a BID Revenue Account for collection of the BID Levy in accordance with regulations and accounting codes of practice in force at the time.
- 5.2 As soon as reasonably practical before the BID Start date King's Lynn BID Ltd will provide BCKLWN with details of its bank account into which the BID Levy shall be transferred from the BID Revenue Account.
- 5.3 BCKLWN will make payments to King's Lynn BID Ltd by BACS to their nominated bank account, based on an estimate of the BID Levy, a deduction for its Cost of Collection and an assumed Collection Rate, as shown in Appendices A and B.
- 5.4 BCKLWN will pay the BID Levy monies to King's Lynn BID Ltd in accordance with the following payment schedule for Year 1:

Payment Schedule Year 1		
Period	Amount Due	Paid
1 April to 31 March	An amount as shown at Appendix A, Table 3, less costs as shown in Appendix B, Table 1	End of April of the BID Year
Residual Balance	The difference between the actual BID Levy collected (A) and the amounts paid as above (B), providing A is greater than B	End of April in the next BID Year

5.5 The amount paid during the year will be based on the anticipated BID Levy as shown in Appendix A, Table 3, paid in advance, net of costs as shown in Appendix B Table 1. If, at the end of the BID year, the actual BID Levy collected is less than the payments made to King's Lynn BID Ltd, an invoice will be issued to King's Lynn BID Ltd for the difference.

5.6 BCKLWN may opt to pay a greater amount than that shown in the payment schedule if that amount has been collected and BCKLWN considers it reasonable to do so.

5.7 King's Lynn BID Ltd and BCKLWN may also jointly agree payment of a lesser amount than that shown in the initial payment schedule.

5.8 The payment schedule for each subsequent BID Year will be agreed with the BID Group by the end of March of the preceding year and will consider any lessons learned about collection performance and issues for any prior BID years.

6 The BID Revenue Account - Costs

6.1 BCKLWN will invoice King's Lynn BID Ltd for their costs relating to the billing, collection and recovery of the BID Levy, and any other costs or deductions. These are shown at Appendix B.

6.2 All costs will be liable to VAT where applicable and in the usual manner, and subject to BCKLWN's normal payment terms.

7 Monitoring

- 7.1 At the start of each BID year BCKLWN will provide a list to King's Lynn BID Ltd of all the BID Levy Payers, the property address and the amount of the Levy due.
- 7.2 During each BID year, BCKLWN will provide quarterly Management Information to King's Lynn BID Ltd including:
- Total amount of the BID Levy due for the year
 - Total amount of the BID Levy collected for the year
 - Recovery action taken
 - Individual Levy accounts in arrears (at Summons stage or later)
 - Cases recommended for Committal Action, with details of the Costs the BID Group would incur
 - Any proposed Write Offs for the BID Board to authorise
- 7.3 During each BID year, BCKLWN and King's Lynn BID Ltd will hold quarterly liaison meetings to discuss collection and recovery of the BID Levy.
- 7.4 BCKLWN will provide King's Lynn BID Ltd with an annual statement of the BID Revenue Account within three months of the end of each BID year
- 7.5 The BID Revenue Account will be subject to the normal internal and external audit arrangements of both BCKLWN and King's Lynn BID Ltd and both parties agree to co-operate with any audit requests.

8 Other Items

- 8.1 Any requests made under the Data Protection Act 1998 or Freedom Of Information Act 2000 will be dealt with by either BCKLWN, King's Lynn BID Ltd or jointly depending on where the relevant information is held, within the timescales prescribed in the regulations. BCKLWN will notify King's Lynn BID Ltd of any such requests received.
- 8.2 King's Lynn BID Ltd is responsible for answering all queries relating to the BID, with the exception of those in relation to the billing, collection and recovery of the BID Levy which will be handled by BCKLWN.

- 8.3 King's Lynn BID Ltd will provide suitable contact details for BCKLWN to refer queries to, and will deal with any queries raised within five working days
- 8.4 BCKLWN will provide suitable contact details for queries from King's Lynn BID Ltd. BCKLWN will deal with any queries raised within five working days.
- 8.5 Any court costs incurred in by BCKLWN recovering the BID Levy, beyond the standard £0.50 Liability Order costs, will be met by King's Lynn BID Ltd. These costs will be discussed and agreed in advance of being incurred.

9 Third Party Rights

- 9.1 No one other than a party to this agreement shall have any right to enforce any of its terms

10 Dispute Resolution

- 10.1 If a dispute arises out of or in connection with this agreement or the performance, validity or enforceability of it then the parties shall follow the procedure set out in this clause:
- 10.1.1 Either party shall give to the other written notice of the Dispute, setting out its nature and full particulars (Dispute Notice), together with relevant supporting documents. On service of the Dispute Notice, both parties shall attempt in good faith to resolve the Dispute;
- 10.1.2 If both parties are for any reason unable to resolve the Dispute within 30 days of service of the Dispute Notice, the Dispute shall be referred to BCKLWN's s151 Officer, and King's Lynn BID Ltd's Chairman who shall attempt in good faith to resolve it; and
- 10.1.3 If BCKLWN's s151 Officer and King's Lynn BID Ltd's Chairman are for any reason unable to resolve the Dispute within 30 days of it being referred to them, the parties will attempt to settle it by mediation. To initiate the mediation, a party must serve notice in writing (ADR notice) to the other party to the Dispute, requesting mediation. The mediation will start not later than 30 days after the date of the ADR notice.
- 10.2 The commencement of mediation shall not prevent the parties commencing or continuing proceedings in relation to the Dispute under clause 9 which shall apply at all times.

11 Governing law

This agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.

12 Signatories

Signed on behalf of the Borough Council of King's Lynn and West Norfolk

(Signature)

(Name)

(Date)

Signed on behalf of King's Lynn BID Ltd

(Signature)

(Name)

(Date)

APPENDIX A: PAYMENTS

Table 1 Anticipated BID Levy Year 1 (based on 2021/2022 levy)

	Number	RV	Levy
Properties with an RV <=£7,500	270	£1,114,030	£27,000
Properties with an RV >£7,500	382	£13,024,175	£195,343
Exempt Properties	3	£42,150	£0
Total	655	£14,180,355	£222,343

Table 2 Anticipated BID Levy Collection - Year 1

1	Gross Anticipated BID Levy (Table 1)	£222,343
2	Apply Collection Rate of 97.5% (allowance for losses and bad debt)	£216,784

Table 3 Payments of the BID Levy to the BID Group – Year 1

Period	Basis	Amount	Date Paid
1 April to 31 March	80% of the Annual BID Levy (Shown in Table 2 Line 2)	£173,428	By 30/04/2022
Residual Balance	Any balance of the BID Levy Owing	TBC	By 30/04/2023

APPENDIX B: COSTS

Table 1 Cost of Collection - officer time, postage and annual software costs

Item	Description	Calculation	Total
Officer Time	Officer time needed to manage and maintain the BID system and collect the BID Levy	206 hours at £18.89 an hour	£3,684
Annual Invoices	Production of the Annual Invoices for the BID Levy	660 at 65p each	£429
Recovery Notices	Production of Recovery Notices for the BID Levy	Est 500 at 76p each	£380
Total			£4,493

Discover King's Lynn – Renewal SWOT Analysis, October 2020

Strengths	Weaknesses
BID Team – Rangers, Manager, Project Asst	Relationship with the Council and Council perception / understanding of our role
BID Board – influence and relationships with levy payers	Car park charges and their importance as a revenue stream for the Council, importance of car park charges to businesses and public
Relationship with Police	Empty premises / rise in vacant units
Relationship with the Council	Relationship with night-time economy
Input to the Town Board and influence on the Town Plan	Hospitality sector (quality & variety)
Response to COVID	Not enough engagement with levy payers & understanding about what we do for them
Developing relationship with local MP	Poor perception of town
Shift in relations with levy payers for the better	Low aspiration of some businesses and general population
Growing engagement with levy payers	
Relationship with Vancouver Quarter	
Expertise and number of professional services businesses	
Opportunities	Threats
Potential collaboration with the Chamber	Chambers of Commerce – events, training, networking, overlap.
Town Fund, Heritage High Street Action Zone funding, Levelling Up Fund	Financial impact of COVID, CVAs and business closures
Farmers' Market	Business rates & end of rates relief
Past events such as Business Week	National levy payers who don't support BIDs
Networking and relationship building – still needed	Conversion of retail / office space to residential
Tourism & staycations	Further development of Nar Ouse Way – out of town light industrial units
Use of empty premises	Hardwick & free parking
New website	W Winch development
Work with the College and young people	
Kick Start scheme	
Arts & creative businesses	



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King's Lynn BID

YOUR BUSINESS YOUR BID

HAVE YOUR SAY



www.discoverkingslynn.com

Dear Colleague,

It is hard to believe that the time has come to start talking about, and planning for, the renewal of our BID term. We have delivered much of what we set out to do 5 years ago and I am proud of what we have achieved. In particular, events such as Business Week, the monthly Farmers' Markets, our Street Ranger team and the information, advice, signage, and support that we have delivered throughout the COVID pandemic. I've always maintained that businesses would receive value from a BID far in excess of the levy paid.

There is still more to do to deliver our 2017-2022 Business Plan and respond to the fresh challenges that the pandemic has presented. This month we launch a business support scheme; Refocus, Recover & Grow! To offer you independent advice, tools and training to get your business back on track. I am convinced that now more than ever, King's Lynn needs a BID, to promote the town and grasp new opportunities, to speak up for business and to bring businesses together to collaborate.

This is the first of our Renewal conversations with you, the findings of this survey will be used to shape the Business Plan for 2022-2027 so please do take a few minutes to complete the survey. There will be further opportunities to contribute to this discussion in the coming week and months. I look forward to hearing from you.

Sharon Edwards

Chair, Discover King's Lynn



WHAT WE HAVE DELIVERED

TRAINED



482 PEOPLE



STREET RANGERS

6 DEFIBRILLATORS

£5,000



STOCK RECOVERED SINCE 2019
FIRST AID INCIDENTS - OVER 50 SINCE 2019

INSTALLED & USED ON AVERAGE 1 X WEEK

31



MARKETS

15

EVENTS & EVENTS
SUPPORTED

8,000

FOLLOWERS
ON SOCIAL MEDIA

DISCOVER
LOCAL CAMPAIGN



450

COVID SIGNAGE
PACKS DISTRIBUTED

45

LITRES OF
HAND SANITISER



57

RADIO LINK
HANDSETS
REPLACED

1

NEW MAYOR'S
BUSINESS
AWARD

4

CHRISTMAS
EVENTS &
CAMPAIGNS

OVER

£100,000

IN LEVERAGE AND
GENERATED INCOME

RENEWAL PRIORITIES

We would like to hear your views about BID priorities for the next 5 years. Please fill in the questionnaire below, we will use your feedback to build the next 5 year Business Plan.

Contact details

Name: Business:

Contact Number: Contact Email Address:

Name of Voter: Voter Contact Number: (If different from above).....

Voter Email: (If different from above).....

Please rank the following areas from 1-5 with 1 being the most important

- Marketing, Promotion & Events
- Town Centre Access & Movement
- A Quality Place
- Increased Profitability for Business
- Speaking up for Business

Please choose the most important BID services for your business from the following areas

Tick no more than 8 boxes

Marketing, Promotion & Events

- Events (incl markets)
- Stimulate the night time economy
- Marketing Campaigns - local, regional, national
- #Discoverlocal loyalty scheme
- Build on the Discover Brand to promote King's Lynn as a destination
- Enhance the shopping offer with Pop-Up shop & restaurant projects

Town Centre Access & Movement

- Improved signage into King's Lynn
- Town Centre Tourism & Commercial Map

A Quality Place

- Planters & baskets
- Christmas lights
- Window Vinyl's
- Shop front improvement grants

Increased Profitability for Business

- Street Rangers
- Promote business offers
- Town Wide procurement –e.g. takeaway food packaging, waste disposal
- Business support incl training courses, advice, coaching, and resources

Speaking up for Business

- Advocate town centre focused investments & business projects
- Represent Town Centre interests to stakeholders i.e. Council, MP, Chambers of Commerce
- Regular B2B networking & collaboration events

Improvements and renewal voting

Please tell us the one thing BID could do in the next 5 years that would most benefit your business?

.....
.....
.....

Would you like to see the BID renewed for another term?

- Yes No Unsure

Sector	Marketing	Access & Movement	Quality Place
Professional	5	1	2
Professional	3	1	2
Retail	1	4	3
Hospitality	5	1	4
Professional	5	2	3
Hospitality	2	1	3
Retail	5	4	3
Leisure	2	1	5
Retail	5	4	3
Professional	1	2	3
Hospitality	5	1	3
Professional	2	1	5
Professional	2	1	5
Professional	4	1	2
Retail	5	3	2
Professional	5	2	5
Beauty			
Hospitality	2	1	3
Professional	4	1	2
Professional	2	5	1
Hospitality	5	2	3
Retail	4	1	2
Hospitality	5	3	2
Retail	5	4	2
Professional	5	1	2
Professional	1	4	2
Retail	2	3	5
Professional	3	2	5
Retail	2	1	4
Retail	2	5	4
Retail	2	4	5
Hospitality	5	5	5
Retail	1	4	3
Retail	2	4	5
Hospitality	5	4	1
Retail	2	1	1
Retail	1	5	2
Retail	2	3	2
Hospitality	2	4	5
Hospitality	1	4	3
Retail	3	2	2
Professional	1	5	2
Retail	2	3	2
Retail	5	3	4

Hospitality	1	2	1
Hospitality	5	2	2
Hospitality	5	1	2
Professional	4	2	3
	148	121	140

Increased Profitability

Speaking Up

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2	3
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4	3
5	1

161

132

Please tell us the one thing BID could do in the next 5 years that would	Y/N/ U
Focus on long term town promotion / marketing	Yes
The continued opportunity of business development, which increases skills and confidence	Yes
Promote new and small businesses, encourage new businesses to start up	Yes
Make the town appealing	Yes
B2B networking	Unsure
Continued support of my business	Yes
Sack itself, it is another council tax, will councils put business out of business and	Yes
Promote King's Lynn as a destination	No
Include my end of Norfolk street in your activities	Yes
Improving cafe culture, outside seating and drinking spaces, grants to help business	No
Continue to make King's Lynn an attractive, bustling town to establish and build a	Unsure
Continue to raise awareness of our offering to businesses in the local area	No
encourage retail usage	Yes
Events to bring footfall into the town and to attract visitors from other towns. Street	Yes
Increase the profile of King's Lynn	Yes
Sadly I feel that the BID does not financially benefit the businesses. It is just another	Unsure
To promote interest in local independent business, with any schemes or promotional	No
Help us to fight back against the dominance of big business. Give us the tools to help	Unsure
Make King's Lynn as attractive as possible for people to want to come and settle here	Yes
Provide grant/funding to support our staff training goals	Yes
Help keep the town centre remain an attractive shopping destination	Yes
Website that is widely published with Events listing for the town	Yes
Promote the unique historical heritage of King's Lynn	Yes
Turn off/terminate the illumination of buildings such as the Custom House - v district	Unsure
Disband and reduce our overheads - no more BID levy	No
Promote Kings Lynn as a destination to increase footfall) vote local store would say
Encourage people to stay in town longer & use more services. Make more attractive	Yes
Keep the Rangers, promote the town centre	Yes
Inform how (national) Managers can support BID and get involved	Yes
Parking subsidy, getting people to stay longer	Unsure
a safe environment for people to access shops	Yes
promote the high street in events, i.e. Halloween, Easter trail etc.	Unsure
more street rangers 7 days a week	Yes
Keep Street Rangers	Yes
Street Rangers, a safer town	Yes
Free parking or parking promotions to compete with out of town retail	Yes
Street Rangers, reduce cost of levy for VQ tenants, Indie week, Student Week?	Yes
grow events calendar	Yes
better parking	Yes
Maintain street rangers	Yes

parking subsidy from 3-5pm	Yes
fill empty units, increase footfall	Unsure
	Yes
for businesses to work more closely together and with KL Mag to promote the tow	Yes



events

night time economy

marketing campaigns

loyalty scheme

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Build brand DKL

Pop-ups

improved signage map

planters

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bus support	advocacy	representation	B2B networks
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YOUR BID NEWS



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King's Lynn BID



February 2021

Hello! Welcome to our first printed newsletter of 2021, one of our commitments for the new year is to produce these newsletters once a quarter. We will use it to focus on what we have done in the previous quarter and what's coming up.

There is always a churn of businesses and managers across the town centre, so for anyone new to the town, welcome! Discover King's Lynn is the trading name of King's Lynn BID Ltd, the Business Improvement District for King's Lynn Town Centre. Our boundary is quite wiggly so here's a map to show you the area that makes up the BID.

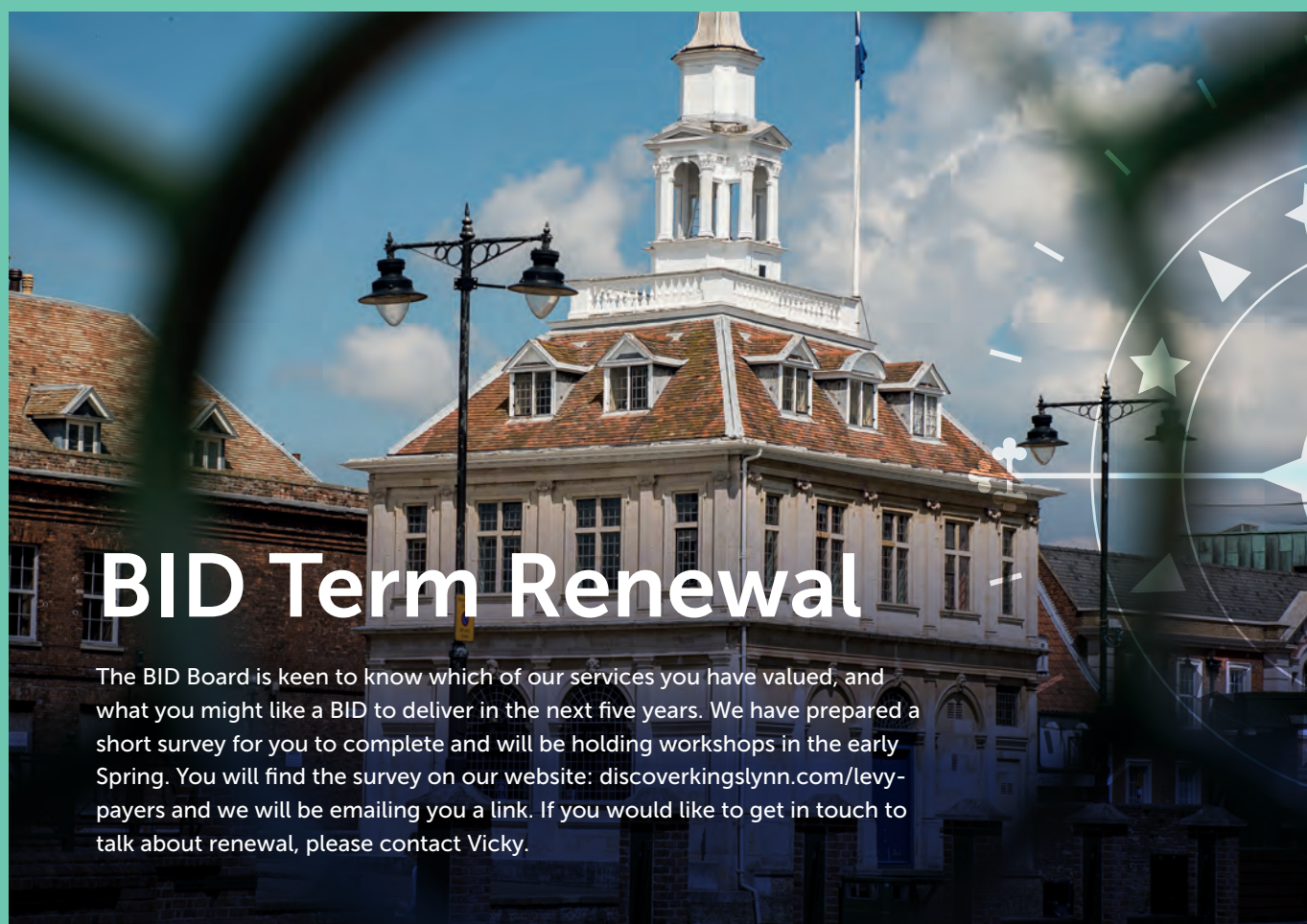


The role of the BID is to promote and market the town, speak up for and support businesses based within the area, and contribute towards improving the appearance of the town.

You will find our Business Plan for 2017-2022 on our website, go to Discoverkingslynn.com/about

If you would like a hard copy, please email us and we will send you one.

Our BID started in April 2017, after a successful ballot in 2016. All BIDs are legally bound by a set of regulations and a BID can only run for a term of 5 years, after which a new ballot is required. We are about to enter our 5th year and our ballot for a 2nd term takes place this Autumn.



BID Term Renewal

The BID Board is keen to know which of our services you have valued, and what you might like a BID to deliver in the next five years. We have prepared a short survey for you to complete and will be holding workshops in the early Spring. You will find the survey on our website: discoverkingslynn.com/levy-payers and we will be emailing you a link. If you would like to get in touch to talk about renewal, please contact Vicky.



Looking back on 2020/ What we delivered

We will provide a formal review at the end of this financial year to accompany invoices for 2021/22, here's a quick summary of what we have delivered.

Events

In 2020, we hosted 5 Farmers' Markets and we were fortunate enough to execute a weekend long Christmas Fair. Both events were really successful, and consumers showed a great desire to shop local despite the pandemic and its restrictions. We also organised a fun Halloween Trail and competition for the duration of halfterm week.

Street Scene

Our 2 Street Rangers have remained on the streets throughout the pandemic. They have supported the Police to deal with prolific (retail crime) offenders and the Purfleet Trust with the homeless. They maintained regular patrols to watch over empty premises and provided a much-needed friendly face and reassurance to the retailers and cafés that remained open. They are often the ones to pass on key information about grants etc. They also played a vital role distributing signage and sanitiser in the lead up to re-opening, and afterwards.

We hung bunting through the town from June through to September and re-potted our planters, though these couldn't be distributed in the usual way due to concerns about space and social distancing. We also funded a number of hanging baskets.

COVID Support & Re-opening

From the first Lockdown onwards, our focus has been on supporting you to persevere as a business and reopen whenever possible. We provided weekly eshots with vital information about grants, loans, Government funding, health and safety. We set up a #supportkingslynn campaign with dedicated information for businesses and updates for consumers about business services available in the town.

As re-opening approached, we provided Zoom sessions with a health and safety consultant to help each sector work through risk assessments and identify necessary PPE. We gave out packs of signage and sanitiser to assist with re-opening safely.

We also ran regular Zoom calls for people to check in, ask questions and feel supported.



Communications & Marketing

Communications and marketing are a huge part of our work. In addition to the regular eshots that go out to 600 business contacts within the BID area, we also produced and distributed 2 newsletters / information sheets and have run 2 campaigns, the first being the aforementioned #supportkingslynn and the second, #Discoverlocal.

Discover Local is our campaign to encourage consumers to support businesses in King's Lynn Town Centre. It's our take on #shoplocal. We have a Discover Local page on our website which includes business opening times, direct links to business websites / social media pages, info on how to place orders, click and collect and so on. We have run several competitions to promote the campaign and have established a direct mailing list of consumers with over 500 sign-ups and counting.

We email these subscribers regularly with updates on business opening hours and tips about how they can support local businesses during lockdown.

Visit www.discoverkingslynn/discoverlocal

Your BID Connections

In 2020, more than ever, the role of the BID as a wider network of businesses who can lend support, advice, contacts and expertise came to the fore. The BID team can help to facilitate this support network, and moreover, we can provide 1-2-1 assistance. For example;

Grants – we have helped chase payments, complete forms, support appeals and challenges.

Making connections – we have put businesses in urgent need of cash flow advice in touch with accountants, and connected others with solicitors for legal advice.

Simply put, if the BID team can't immediately assist, we will know someone who can. Give us a ring, message us on Socials or drop us an email.

Speaking up for Business

We are the only body that exists solely to promote, champion and speak up for King's Lynn Town Centre and the businesses within it. We have done this frequently during 2020, including;

- Meeting with MP, James Wild.
- Representing BID on the Town Board, feeding into the draft of the Town Investment Plan



- Fortnightly meetings with the Borough Council Chief Exec to discuss issues such as re-opening safely, provision of outdoor seating and tables, business challenges, grant funding, car parking fees during lockdown.
- Regular conversations with the Borough Council revenues team about grant payments and BID bills.
- Monthly meetings with New Anglia LEP and Norfolk Chambers to highlight issues facing town centre businesses.

DiscoverKingsLynn.com

We recently updated our website to improve its relevancy and to give it a fresh, new look. Part of the website relaunch included the introduction of our Discover Local page, and the development of the What's Here directory, designed to advertise all 500+ businesses. If you have not yet filled out your directory entry, email us for the online submission form.

We use our website to post brand new content, such as blog posts and local guides. One of our most exciting new features is the Business Spotlight blog, where each week we focus our attention on a different town centre business. We wish to showcase the array of talent we have here in town, and to highlight the people and the stories behind the businesses. If you are interested in having the spotlight, please email us for more info.

Social Media Training, Handy Hints, Resources – Maybe*

To accelerate the recovery of local businesses after a challenging year, Discover King's Lynn has partnered with Maybe* - a team of marketing, tech, and retail specialists - to give all businesses across the BID area free social media support. As part of the Maybe* support package, you will receive access to the Maybe* online platform, weekly social media training sessions and access to Wednesday Webinars. Through this package, you will gain key insights on how use social media to maximise your business performance and boost the profile of King's Lynn. It's not too late to sign up - email us for the details!

discover LOCAL king's lynn

Events

It seems that 2021 might not be the year of the party that we had all hoped for. Nevertheless, we will re-open the Farmers Market as soon as is feasible and hope to plan a small number of events for the late spring / summer. We are thinking about a food and drink festival, as well as a family focussed event.

Training & Resources

As in previous years, we will be organising some First Aid at Work and Fire Marshal training events from late-March onwards (COVID-dependent). There will be 12 places available for the First Aid course, and 8 for the Fire Marshal course. Please register your interest by emailing us. If there are other topics you would like to us to provide training on, please do get in touch.

Communications

Keeping in touch with you is as important to us as promoting the Town to consumers. It is, however, a lot harder to do well! This year we will be focussing our social mediachannels on B2C marketing and promotion, the list below is how we will communicate with you:

- Weekly / Fortnightly eshots with important information and key events. These come via MailChimp and might go to your spam folder so please do check. If you're not receiving these emails, get in touch.
- Quarterly newsletters to your door and on our website.
- LinkedIn – we have a Discover King's Lynn profile, do connect with us.
- Levy Payers Facebook Group – send us a request on Facebook to join.
- Monthly Zoom calls at 1100 on the 1st Weds of each month to raise concerns, share information and contacts, and feel supported. Contact us to get the link.
- What's App – this is a new channel for us and we aim to use it sparingly, to share important information about grants, our training and events, free resources. To join this group, sign up here: <https://chat.whatsapp.com/H2JTa8ui1pFDwLviHHL1bh>



COVID Re-opening and Recovery

Refocus, Recover & Grow! King's Lynn BID Business Support Initiative

We are committed to the success of your business and the town centre as a whole. We know that many of you will be re-visiting your business plans, trying to find more ways to minimise costs, keep your business alive, explore new ideas, so as to be ready to grasp the opportunities when the time is right.

Since its establishment the BID has made many friends in the local business professional community. We've approached them and put together a scheme to enable BID members to access professional advice to help their businesses survive and thrive in the current situation.

How will it work?

Visit our website Discoverkingslynn.com/support and look at the business profiles. If you know already who you

would like to work with get in touch with us using the form on the site and we will connect you with them. If you're not sure who might be the best fit for you, feel free to contact a couple of the businesses and start a conversation.

We will organise some short webinars to give you an idea of just a few of the areas that these businesses cover. Look at the list and click the link to book your free place. You will also find some additional free resources and useful contacts.

What will it cost?

The first business area / project you choose to explore is free. If there are other areas that you'd like to cover, or your first advisor has suggested some follow up action, please get in touch with us as we might be able to fund additional work or know someone who can!

Signage & Health & Safety

We have freshly designed COVID-signage ready to roll out as soon as businesses are able to re-open. We will also put on some refresher sessions on COVID risk assessments and Government guidance.

COVID Recovery Feedback

This is your BID and we want to make sure that what we deliver meets your needs! Over the few next months we will be inviting you to virtual meetings to talk about what else we can do to support you to reopen and recover.



Useful Contacts

Norfolk Police Town Centre Team

We are fortunate to have 2 Police Officers assigned to the Town Centre. PC Mike Hopkins and PC Kayleigh Marsh are part of the Town Centre Neighbourhood Team that also covers some of the estates close to the Town Centre.

Mike & Kayleigh provide a visible policing presence in and around the Town Centre, primarily dealing with retail related crime. They work closely with our Street Ranger team and in particular will:

- Support stores with training to help reduce stock loss.
- Identify worst offenders and use stop search powers.
- Use their powers and presence to deter antisocial behaviour in the Bus Station and stop cycling through the town centre.

Whilst Mike and Kayleigh might not always be in the town centre, they always carry the town link radio and aim to respond to calls. You can contact them as follows:

PC Mike Hopkins 07967820554

PC Kayleigh Marsh 07989301614

YOUR BID NEWS



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June 2021

Hello! And Welcome Back!

We were still in the depths of winter and lockdown when we wrote our last newsletter, so much has happened since then, primarily the easing of lockdown – hurrah! It has been so good to see so many of you face to face, whether bumping into you in the street, a chat through the doorway or even the luxury of a coffee in an actual café! For me, probably the most important aspect of re-opening the town has been re-connecting with people. We often overlook the important social role played by our town centre and businesses, the chat at the till, the friendly advice of a shop assistant, the impromptu chat in the street when you bump into a friend or former colleague, these little things all add up and make a difference to our mood and how we feel about a place. So, thank you from me and the rest of the BID team for your friendly service and smiles, you're doing a great job!

In this newsletter you'll find some exciting news about funding coming to the town, our plans for the summer, what we are doing to support you and your business, and how you can get involved in shaping the priorities for a 2nd term BID that will (hopefully) run from 2022-2027.

Please do get in touch with any queries or ideas, remember this is your BID and we are here to support you!

Take care,

Vicky

BID Manager



Summer 2021

Events

This Summer, we hope to bring excitement and joy to King's Lynn Town Centre with a fantastic programme of performances and events! Among these is a 5-week stretch of street animations from Lost in Translation Circus, which will include an impressive variety of performances throughout the town centre. We hope to be able to add to this as restrictions ease, so keep an eye on our social media platforms. From 12th June onwards, the Farmers Market returns to the Saturday Market Place on the second Saturday of every month from 9am-2pm.

Street Scene

To enhance street aesthetic ready for Summer, we recently purchased an additional 25 flower planters and refreshed the flowers in the 50 planters which are already dotted throughout town. In addition, we plan to purchase a number of filled hanging baskets for the town over the course of the next few weeks.

To welcome customers back into the centre and create some additional street appeal, we hope to purchase and install brand new bunting and festoon lighting, as well as some decorative flags in select locations. The festoon lighting will be used from dusk until the early hours of the morning to create an atmosphere conducive to night-time eating, drinking, and socialising!

How we are supporting you!

Refocus, Recover & Grow!

At the beginning of the year, we approached several local, professional, businesses to help us put together a support package that would give BID members free access to advice to help their business survive and thrive. We named this scheme Refocus, Recover & Grow! This business support package is still available. Whether you want to set up or adapt your website, get to grips with a marketing plan, look at ways to strengthen your business model or find ways to minimise costs, the Refocus, Recover & Grow support package can help. Through the scheme, Discover King's Lynn will facilitate an initial consultation with a professional service provider, so you can access the expert, business advice needed to get your project off the ground. We may be able to fund additional consultations or follow-up actions, or we may know someone who can!

8 town centre businesses have already utilised this package, ranging from advice on financial support and grants, through to developing a marketing plan, refreshing branding and setting up new platforms on social media. To see how it can help you, visit: www.discoverkingslynn.com/support



Social Media Training - Maybe*

Consumer use of social media grew massively during the pandemic and if your business isn't using social media to good effect, you're potentially missing out. Maybe* can definitely help! We have bought a comprehensive social media support package for you, from Maybe*. Maybe* supports businesses by improving your social media performance, so you can reach more customers and boost sales. As part of the package, you can access daily zoom drop-in sessions on a range of social media topics, weekly webinars covering exemplary social media use from across the UK, bite-size blogs full of hints and tips, and the online Maybe* platform.

Norbury's Fine Foods in King's Lynn High Street is a true Maybe* success story. Since attending an Instagram training session with Maybe*, Norbury's have grown their following to over 1000 in just a few short months! To up your social media game as Norbury's have, email us to gain access to your free Maybe* account.



First Aid & Fire Marshal Training

We recently subsidised an Emergency First Aid at Work training course for levy payers with the East of England Ambulance Service, and have another session scheduled for June. One attendee said: "The Emergency First Aid at Work course was a really helpful, fun day's training. I feel much more confident dealing with a medical emergency now until help arrives. It has a balance of front led teaching with some video clips and PowerPoint and hands on practice."

We hope to run additional First Aid training, as well as Fire Marshal training, in the second half of this year. If you would be interested in taking part, please let us know!

Word from the Street Rangers

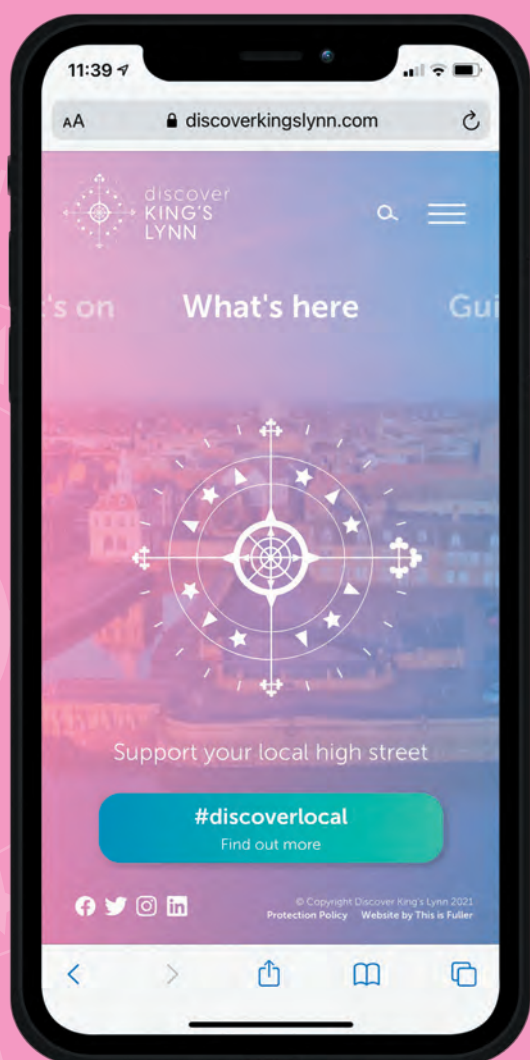
"It's been a busy few weeks for us since the town centre reopened. We have assisted with 10 medical incidents, retrieved approximately £300 in stock and responded to over 420 calls from businesses. We continue to make daily visits to retailers, restaurants, cafés, bars and offices, checking in with you and making sure that you are aware of the latest BID news. We are always here to lend a hand so don't hesitate to contact us."

Michael & Luciano

Marketing & Promotion

Business Spotlight

At the beginning of the year, we launched the Business Spotlight feature on our website which we support with lots of social media promotion. Each week we shine a light on one local, town centre business to highlight the wide array of talent we are lucky enough to have here in King's Lynn. Each business answers a series of questions so our audience can get to know a little bit more about what they do, who they are and what they love about being in the town centre. So far, we have shone the light on 16 businesses, we've had over 1000 readers of the feature and we have reached over 24,000 people on Facebook promotions alone! If you'd like the spotlight next, email us for the interview questions.



DiscoverKingsLynn.com

Since the relaunch of our website in late 2020, we continue to update it with information relevant to the town centre. This includes our Discover Local page, which provides business opening times, direct links to business websites / social media pages, and info on how to place orders. We also have the What's Here directory, designed to advertise all 500+ businesses in the centre. If you need to tell us your new opening hours, or have not yet filled out your directory entry, email us!

Tourism

This summer we will be launching a town centre tourism campaign to show visitors of Norfolk that the coast isn't the only place for them to spend the day! By showcasing just how much King's Lynn town centre has to offer to those holidaying in wider Norfolk, as well as those living in surrounding regions, we hope that we can put King's Lynn on the map as a destination of choice and boost footfall throughout the summer. We'll be shouting about the town's heritage and history, its leisure offering and its stellar food and drink scene!

Funding News

Fingers Crossed for Additional Funding

At the time of writing and printing this we are waiting to hear the outcome of the King's Lynn Town Investment Plan Bid. All fingers and toes are crossed in the hope that the town will be awarded £25m to invest in new opportunities for skills and jobs, help to grow innovative businesses, repurposing the town centre with new experiences and enterprises, and creating a high-quality residential and leisure offer in the historic town core and river-front. Discover King's Lynn is a member of the Town Board and we also Chair the working group that is looking at projects about repurposing the town centre, including the public realm.

In addition to the Town Fund, we have been working with Norwich and Great Yarmouth BIDs to submit a funding proposal to the Community Renewal Fund. This is a new funding programme from central government designed to replace the role of EU funding. It aims to support investment in skills, businesses, and communities. Our proposal focuses on setting up pop-up shops, a hospitality training institute, providing a drop-in business support and advice centre and helping businesses to reduce their waste and costs. If successful, the fund will bring an extra £160k to King's Lynn this year. We hope to hear mid-summer.



Grant Information

Over the past few months, we have been keeping you up to date with all the latest information on the funding and grants available to town centre businesses. There are still some grants open for applications:

Go Digital

The scheme aims to enable micro, small and medium-sized businesses to make better use of digital technology. It provides expert one-to-one consultancy and the ability to apply for grants of up to £500. Digital opportunities could include how to sell online, reach new customers using social media, build customer databases, or develop websites and attract new visitors. Deadline is 30th June. For more info and to apply, visit: www.norfolk.gov.uk/GoDigital.

A Second Term BID for King's Lynn? Now's the time to focus on priorities

As explained in our first newsletter, BIDs are permitted by law to run for a 5 year term, at the end of which they must go back to levy payers with a new proposal and seek approval for a further 5 years. Discover King's Lynn (King's Lynn BID Ltd) is coming to the end of its 1st 5 year term and the BID Board feel strongly that there is a strong case for a BID to continue for at least another 5 years. In order to do so, we want and need your ideas and support so that we can put together a business plan ready for a ballot this November.

Key Milestones in the BID Ballot Process

June	Consultation events (see box below)
August	Launch Business Plan 2022-2027
October	Ballot papers Issued
11 November	Ballot closes

Consultation Meetings June 2021

Date	Venue
7th - 8am	Wilko
8th - 5pm	The Clubhouse Bar & Grill
10th - 11-12pm	WhataHoot Distillery
11th - 3pm	Soul Café
14th - 6pm	The Wennis
15th - 8am	Wilko
15th - 6pm	Rathskeller

Please RSVP as places are limited due to COVID safety and we'd like to make sure we have enough refreshments. If you can't make any of these dates and times and / or would prefer a 1:2:1 meeting, phone call or Zoom, please get in touch.

What you've told us so far

In February and March, we asked you to prioritise 5 objectives based on our current business plan. We wanted to know whether they are still relevant. This is what you told us:

1. **Increased profitability for business**
2. **Marketing, Promotion and Events**
3. **A Quality Place and Speaking up for Business**
4. **Town Centre Access & Movement**

We also asked you what actions you thought would be most important to deliver those objectives. Here are the actions that you chose, in order of popularity:

- 1st **Events, A town centre tourism and commercial map, Advocacy**
- 2nd **Build on the Discover brand to promote King's Lynn, Represent Town Centre interests, Marketing Campaigns**
- 3rd **Enhance the shopping offer with Pop-ups**
- 4th **Business Support including advice, Information and training, Street Rangers, Shop front improvements**

In this next stage of the consultation, we will be asking you questions such as;

What impact do you want BID to have on the town centre and your business over the next 5 years?

Which of these objectives is the most important for your business sector?

Are these the right actions to deliver the outcomes that you want for the Town Centre?

We want to King's Lynn to be a place that everyone is proud of, what makes you proud of King's Lynn? If you don't feel proud of the town, what would make you feel proud?

Please do come and share your thoughts, or get in touch directly for a conversation with Vicky and the Board. This is Your BID, Your Business, Your Town.



YOUR BID NEWS



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King's Lynn BID



September 2021

Hello!

I hope you've all had a great summer despite the very British weather?! Since our last newsletter all COVID restrictions have been eased, and it's been wonderful to see our town centre bustling with people and colour. I have especially enjoyed hearing people laughing, cheering, and taking part in our Summer Street Spectacular events, it's been too long!

September always feels like the beginning and the end of a year at the same time and this September is no different. We're on the home straights to our Ballot for a 2nd Term, and Christmas!

Thank you to everyone who has come along to a meeting or sent in comments about their aspirations and wishes for a 2nd Term of BID. Just to recap, a BID can only run for a 5-year period and our 1st term ends on 31st March 2022. The Board and I think that now, more than ever, a BID is needed to shout out about King's Lynn town centre, to listen and act upon business concerns and to bring businesses together to collaborate. To run for another term, we have to pull together a new 5-year plan and go back out to ballot to ask you all to vote for us. Every business within the town centre that is registered with a rateable value gets 1 vote per rateable premises.

We will be officially launching our Business Plan for 2022-2027 on Tuesday 21st September from 6-8pm at the Duke's Head, although you will have received a hard copy before this. Please join us to talk about the plan, put forward your concerns and ideas, and have the chance to talk with other businesses in the town centre. Refreshments will be provided. Please RSVP either by email, text or DM. All contact details are provided in the page footer.

Renewal Timeline:

Business Plan Launch 21st September

Duke's Head 6-8pm

Postal Ballot Commences 15th October

Each property/hereditament subject to the BID will be entitled to 1 vote in respect of the proposal.

Postal Ballot Ends 11th November, 5pm

Ballot papers received after 5pm won't be counted.

This is Our Town, We are Your BID, Vote for a Stronger King's Lynn.

Take care,

Vicky

BID Manager



What we've been up to

Events

Discover King's Lynn gladly welcomed events back into King's Lynn Town Centre this Summer! Throughout August, we organised a series of street entertainers and circus acts to perform in the town. As part of the King's Lynn Summer Street Spectacular, Lost in Translation Circus joined us every Wednesday to perform exciting aerial shows, acrobatics, and parades, while other performers joined us on Sundays to perform comical, roaming street shows. The events were well received by those visiting the town, with performances gathering large and receptive crowds.

From the 1st – 31st August we also ran a free, fun, and family-friendly Town Centre Landmark Trail. Participants used riddles to locate and name several local landmarks spread throughout the centre. To incentivise the trail, we placed various offers from local businesses into participation goody bags and offered vouchers for independent businesses as prizes. Uptake was great, with nearly 100 participation goody bags given out!

Street Scene

You might have noticed that the town has been a little brighter in recent weeks... Not only have we recently funded several hanging baskets and 25 planters back in May, but this August we also installed 30 lengths of multi-coloured bunting and 24 lengths of festoon lighting in streets throughout the Town Centre. Our hope is that these dressings will make the town more attractive and welcoming to its visitors. We also hope that the festoon lighting will enhance the atmosphere of the town in the evening and help to support the night-time economy.

Tourism

Part of our job is shout about all the great things that King's Lynn Town Centre has to offer. That's why this Summer we executed a comprehensive marketing campaign focused on Town Centre Tourism. We wanted to ensure that the Summer's Norfolk 'Staycationers' didn't miss out on the beauty of King's Lynn Town Centre and all its unique sights and experiences!

We placed over 120 adverts in printed magazines and newspapers and created our own paid social media campaign to compliment these ads, with over 443,000 impressions so far! There were over 1 million opportunities for our messages to be seen throughout the 8 week marketing campaign, and these messages reached all the way across Norfolk, Suffolk, Cambridgeshire, Lincolnshire & Essex.





How we've been supporting you

Training

Two Emergency First Aid at Work training sessions for levy payers took place in May and June led by the East of England Ambulance Service. A total of 21 learners completed the 1-day course to become First Aid qualified and many found the day both enjoyable and educational!

If you missed out on these sessions but would like to complete the course, please get in touch as we hope to organise another towards the end of the year.

Refocus, Recover & Grow

At the start of 2021 we launched Refocus, Recover & Grow, a business support package which provides levy payers with access to expert business advice. So far, 9 town centre businesses have utilised this package, ranging from advice on financial support and grants, through to developing a marketing plan, refreshing branding, and setting up new platforms on social media.

This support package is still available! Whether you want to set up or adapt your website, get to grips with a marketing plan, look at ways to strengthen your business model or find ways to minimise costs, the Refocus, Recover & Grow support package can help. To see how it can help you, visit: www.discoverkingslynn.com/support.

Keeping in Touch & COVID-19

We continue to keep you informed of important information that might affect your business, such as grant information, funding opportunities, training courses, town events, and updated government restrictions. Not receiving this info? Here are some of the ways we keep in touch with levy payers:

- Levy Payer Mailing List - Sign up here: <http://eepurl.com/diYl1v>
- Levy Payers Facebook Group – Request to join link: <https://www.facebook.com/groups/kingslynnbidlevypayers/>
- Levy Payer WhatsApp Group – Join using this link: <https://chat.whatsapp.com/H2JTa8ui1pFDwLviHHL1bh>

Recently, we had brand new COVID-19 posters made for those businesses wishing to keep certain COVID-19 safety measures in place after restrictions lifted, for example mask-wearing, social distancing, and hand sanitisation. We also had some posters made simply to remind customers to Be Kind. If you'd like some of these materials to place in your business, please email the Street Rangers. E: streetrangers@discoverkingslynn.com.

Maybe*

The comprehensive social media support package we bought from Maybe* is still available to sign-up to! Maybe* supports businesses by improving your social media performance, so you can reach more customers and boost sales. As part of the package we purchased, you can access daily zoom drop-in sessions on a range of social media topics, weekly webinars covering exemplary social media use from across the UK, bitesize blogs full of hints and tips, and the online Maybe* platform which tracks your social media performance. Get in touch with us to access your free account.

Business Spotlights

In early 2021, we launched the regular Business Spotlight feature to our website which we promote heavily on social media. The feature is there to shine a light on local, town centre businesses and to let these businesses share their founding stories, superb teams, and unique selling points with readers. So far, we have shone the light on 18 businesses, had over 1100 readers of the feature, and reached over 25,000 people through Facebook promotions alone! If you'd like the spotlight next, email us for the interview questions. E: info@discoverkingslynn.com



Word from the Street Rangers

“Summer has arrived, and it’s been a busy few months for us! With children being off school and families flocking back to the streets, we recorded a huge increase in incidents across the town centre. Between June and August, we have attended 84 first aid incidents, assisted with reporting 34 issues to the Police and the Borough Council, and responded to 108 shoplifting incidents which resulted in retrieving £5,500 worth of stock!

We have continued to touch base with our levy payers, conducting over 1,200 visits to shops, pubs, restaurants, and offices over the summer period. As always, we are here to lend a hand and can be contacted by
phone: 07762 897979 / 07762 897980,
email: streetrangers@discoverkingslynn.com
and over the ShopWatch Radio.”

Michael & Luciano



What we have planned

Town Fund Updates

Many of you will be aware of the £25m investment the King’s Lynn Town Deal Board were recently awarded from the Government’s Town Fund. Vicky, the BID Manager, holds a place on said board and ensures that the town centre’s interests are appropriately considered.

A further step forward for this £25m Town Deal will be made shortly when the Borough Council of King’s Lynn & West Norfolk’s Cabinet and the Town Deal Board are asked to sign off the final project confirmations and prioritisations ahead of them being submitted to the Government. We’ll keep you informed of any important updates after this!

Dates for the Diary

**1st Wednesday of every month
Monthly Networking Meetings.**

Join us for a coffee at 11am on the 1st Wednesday of every month to meet other local businesses, ask questions, voice

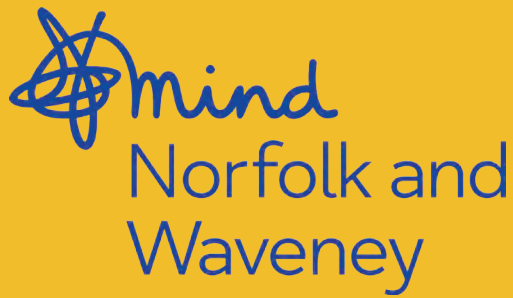
opinions, share information and just generally have a natter! Keep an eye on our emails, WhatsApp, and Facebook Group for updates.

13th September Christmas Retail Discussions

We want to bring retailers together, both nationals and independents, to talk about Christmas opening hours and restart a regular retail network. We are proposing 8am on 13th September. RSVP using the contact details in the footer.

21st September Business Plan Launch.

Join us at the Duke’s Head Hotel on 21st September 6–8pm for the official launch of our new 5-year business plan. Take the opportunity to share your thoughts, feelings, and opinions of the plan and of the future of King’s Lynn Town Centre! Refreshments provided. RSVP using details in the footer.



More Training: Mental Health Awareness

We are in the process of organising a CPD certified Mental Health Awareness Course which will be delivered by Norfolk & Waveney Mind. This past 18 months, we all learned to appreciate the importance of taking care of ourselves and our mental wellbeing, so we hope that this course will be useful to both employers and staff. The course will be 3.5 hours long and would cover topics such as: different mental health problems, stigma and discrimination, tips on how to have supportive conversations about mental health, and sources of support and information.

We have 16 places available, max 2 learners per business. Dates/venues TBC. If you are interested, please email to let us know. E: info@discoverkingslynn.com.

Christmas!

It's never too early to start talking about Christmas! We've started to plan for this year's Christmas season, and we hope this year's festivities will be better than ever. Our usual Festive Market is pencilled in for the 11th & 12th December and will be held indoors. If you're interested in having a stall or know someone who is, let us know. We also hope to arrange various interactive activities in the run up to Christmas, such as wreath making or cake decorating. If you have any ideas for other festive workshops or would be willing to host one, get in touch. Our window decorating competition will return this year too, so start thinking about those festive displays!

In order to maximise footfall and encourage visitors to the town during this festive season, we will be executing a comprehensive marketing campaign, including print and digital assets and a festive film. We want to showcase King's Lynn as the perfect destination for Christmas shopping and celebrations!







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King's Lynn Bid
2021 Renewal

YOU'RE INVITED!

Your Business, Your BID, Have Your Say

RSVP - Tel / Text - 07387 752 226

- Discover King's Lynn, The King's Lynn BID will end in March 2022. We want to run for a second term, our future is in your hands.
- Come and talk with us about what you want BID to deliver for your business and our Town Centre in the next 5 years.
- Help prioritise the direction and actions for the next 5 years.
- Get involved, have your say in rebuilding the town centre.

www.discoverkingslynn.com





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**King's Lynn Bid
2021 Renewal**

7th June, 8:00am

Wilko

8th June, 5:00pm

Clubhouse Bar and Grill

10th June, 11:00am - 12:00pm

Whatahoot Distillery

RSVP

Tel / Text - 07387 752 226

11th June, 3:00pm

Soul Cafe

14th June, 6:00pm

The Wennis

15th June, 8:00am

Wilko

15th June, 6:00pm

Rathskeller

Please RSVP as places are limited due to COVID safety and also to book refreshments. If you can't make any of the dates and times and/or would prefer a one to one meeting, phone call or Zoom, please get in touch.

www.discoverkingslynn.com



Dear

I trust this finds you well? I gather you are the person to contact with regard to involvement in / discussion about BIDs in England.

I am the BID manager for Discover King's Lynn, the King's Lynn BID. We are now in our 5th year of our 1st term, and the Board feels that there is a strong case for a BID to continue for a further 5 years. We intend to go to ballot in November this year.

We have recently held a number of consultation exercises with businesses in the town and I am about to pull together a draft business plan. The emerging priorities probably won't surprise you and include;

- a continued focus on marketing and events
- support for our Street Ranger team
- diversifying the town's offer
- speaking up for business & the Town Centre

I will send you a copy of the draft plan for comment within the next couple of weeks, in the meantime if you have anything you'd like to raise, please do not hesitate to contact me,

Kind Regards,

Vicky



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King's Lynn BID

Discover King's Lynn Draft Business Plan 2022 - 2027

www.discoverkingslynn.com



A Message From Our Chair

Dear Levy Payer,

You will be aware that Discover King's Lynn (King's Lynn BID) has been operating since 2017 and that in accordance with the BID Regulations 2004, we must now draw up a new 5-year business plan and hold a ballot to continue to operate for a further 5-years. Our town centre, like others across the country, has changed significantly in the last 5 years. Many of these changes were not predicted at the start of our term and most have been accelerated by the Pandemic that has dominated our lives for the last 18 months.

During the Pandemic we had to review and change the way that we worked, as did many of you and, consequently, this gave us the opportunity to spend more time talking with you and better understanding your challenges and aspirations. We provided a lot of business support, information and advice and made sure that your experiences informed local and regional policy makers. Our relationships with the Borough and County Councils, New Anglia Local Economic Partnership, our MP and the other BIDs in Norfolk, strengthened considerably and I am proud of the impact that we have had on the Town Board and successful Town Investment Plan.

We have drawn on all this experience to draft our Business Plan for 2022-27 and, since January this year,

have directly asked you about your priorities for the next 5 years. Specifically, we carried out the following consultation exercises.

January – March – Online and paper consultation exercise to over 500 levy payers, face to face conversations, telephone calls, and Board workshop.

May – newsletter (hard copy and on-line) with more detailed information about the Ballot.

June – group consultation meetings, 1-2-1 meetings and emails to further develop and understand priorities.

Your suggestions have been invaluable and are reflected in the proposed aims and priorities for our next term.

We are still listening! Please take a few minutes to read through this draft and let us know what you think. We need your comments by Friday 30th July so that we can amend the plan and produce the final version. Send your feedback to Vicky Etheridge, BID Manager either by email: vicky@discoverkingslynn.com or telephone Vicky to discuss: 07387 752 226



Sharon Edwards

Chair, Discover King's Lynn

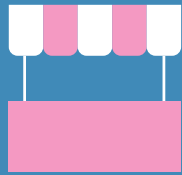
Delivery Highlights 2017 - 2021

COVID



SUPPORT MEASURES

MONTHLY
FARMERS
MARKETS



NEW RADIOS
FOR
RETAILERS &
NIGHT - TIME
ECONOMY
BUSINESSES



ANNUAL BUSINESS WEEK

CHRISTMAS EVENTS
AND ENTERTAINMENT



REFOCUS
RECOVER
& GROW
SCHEME



ANNUAL
COCKTAIL
WEEK



ESTABLISHED B2C BRAND

DISCOVER
KING'S LYNN



6 DEFIBRILLATORS



INSTALLED & USED ON AVERAGE 1 X WEEK

STREET RANGER TEAM &



SUPPORT FOR THE SHOP

WATCH SCHEME



Draft Business Plan 2022-2027

Aims



To create a strong town centre of which we are all proud, where businesses thrive, new and creative opportunities are encouraged, and visitors choose to return again and again.



Our values

We will strive to be:

- Ambitious
- Collaborative
- Flexible
- Creative
- Transparent
- Accountable
- Approachable
- Inclusive

Technical Details

We are proposing that the BID Boundary remains unchanged for 2022-27. There will be no changes to the rate of levy collection which will remain at **1.5% of rateable value or £100 per year** for those businesses with a rateable value of **£7,500 or less**. Exceptions will also remain in place for places of worship and non-retail charities. The bills will continue to be calculated using the daily charge.

Communication & Information for Levy Payers

Over the last 4 years we have learnt a great deal about how best to communicate with a wide range of stakeholders, and just how critical good communication is for the effective delivery of our activities. We will build on the channels and platforms that we have established, including:

- **Quarterly printed newsletter.**
- **Regular, targeted, E-shots.**
- **B2B social media platforms, we will consider and consult on establishing a separate B2B brand and set of platforms.**
- **Investment in a CRM system.**
- **Regular drop-in opportunities.**
- **Networking events.**
- **An annual meeting.**



Our Priorities 2022-2027

1



To shout about King's Lynn Town Centre and all that it has to offer

We want to attract new and repeat visitors to the town to shop, relax, stay, and explore. We will raise the profile of the Town as a sub-regional business centre and a tourist destination. We will do this by:

- Delivering a programme of regular events and animations that take place throughout the town, creating atmosphere and vibrancy.
- Building the Discover King's Lynn brand to attract new audiences and reach further afield. Working closely with Visit West Norfolk to align resources.
- Developing a series of campaigns that promote our Town's strengths and what it has to offer.
- Working with local partners to develop better signage and other resources to attract people into King's Lynn and around the Town Centre.

2



To Support & Strengthen Business

Our focus is to create an environment in which Business, both established and new start-ups, thrive. We will work collaboratively with local and regional partners such as the Borough and County Councils, New Anglia LEP, Town Board, Norfolk Chambers and Norfolk BIDs to:

- Provide access to quality business advice, coaching, training, and resources.
- Encourage new, and different businesses to the town centre, to diversify the Town's offer.
- Assist businesses to reduce costs and their environmental footprint.
- Strengthen the Shopwatch retail group and bring together businesses in the night-time economy.
- Continue with our Street Ranger team to deter crime and anti-social behaviour, assist with retail crime stock retrieval, provide a sense of safety.

3



A Voice for Business (& The Town Centre Economy)

Now more than ever, Business and town centres need a voice and a champion. We have developed strong, collaborative relationships with public stakeholders in the Town and across Norfolk. We will continue to:

- **Advocate a town centre focused approach to investment, using our position on the Town Board and other funding programmes to influence funding decisions for the benefit of the Town Centre.**
- **Represent Town Centre interests to stakeholders i.e., the Councils, Chambers of Commerce, LEP, local MP, with a view to influencing resources and policy decisions.**
- **Encourage B2B networking and collaboration by creating regular within the town networking opportunities and groups such as Shop-watch and a new Night-time economy group**

4



To Create Pride in our Town Centre

One of the key messages coming out of recent consultation events is the strong sense of pride that so many of you have for the Town. All the proposed actions will work towards creating a stronger town centre that we can all be proud of; with this objective we want to make the town look it's best! We will:

- **Maximise the opportunities for street dressing throughout the year, whether that's flowers and greenery or lights and bunting!**
- **Work with the Town Fund and Public Realm Action Group and other funding opportunities to push for investment to;**
 - **Improve the appearance of Gateways into Town.**
 - **Enhance the current offer of outside seating for hospitality businesses.**
 - **Offer shop front improvement grants.**
 - **Make temporary improvements to vacant units.**
 - **Create temporary installations around the town that create interest.**

Your town, your say.

Together, we can make sure this town has a strong, successful plan in place for the next 5 years. If you have any comments, please get in touch by **30th July**.

Submit your feedback to Vicky Etheridge, BID Manager either by
email: vicky@discoverkingslynn.com or telephone: 07387 752 226.

Thank you.





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Secretary of State
Local Taxation Division
Ministry of Housing, Communities and Local Government
Fry Block | South East | 2nd Floor
2 Marsham Street
London
SW1P 4DF

Mrs S Edwards,
Discover King's Lynn (King's Lynn BID Ltd)
C/o Mapus-Smith & Lemmon
48, King Street
King's Lynn
Norfolk PE30 1HE

25 June 2021

Dear Minister,

Discover King's Lynn (King's Lynn BID Ltd) – Intention to Hold a Ballot

As per the BID Regulations (2004) please accept this letter as being more than the 84 days notification required of the intention of requesting the billing authority to put the BID renewal proposal to ballot.

Name of BID: Discover King's Lynn (King's Lynn BID Ltd)

Name of Billing Authority: Borough Council of King's Lynn & West Norfolk

Contact Details:

Lorraine Gore
Borough Council of King's Lynn &
West Norfolk
King's Court,
Chapel Street
King's Lynn PE30 1EX

Timeline: Proposed day of ballot 11 November 2021 with proposed start date of 1st April 2022.



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If you have any questions, please contact me at the above address. In the meantime, I look forward to receiving your confirmation that you have been properly notified, as required by the Regulations.

Yours sincerely,

A handwritten signature in black ink that reads "SEdwards". The signature is written in a cursive, slightly slanted style.

Sharon Edwards
Chair, Discover King's Lynn
se@mapus.co.uk T: 01553 774761 / 07919932136





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King's Lynn BID

Discover King's Lynn Business Plan 2022 - 2027

www.discoverkingstown.com





Your Town, Your BID, For a Stronger Future

King's Lynn Town Centre is at a pivotal point in its history. At the start of our term in 2017 there were signs of significant changes on the High Street; retail was under threat from a number of different challenges and the town centre was increasingly a place that people visited to relax and meet friends and family.

The Pandemic of 2020 has precipitated these changes and brought into sharper focus people's values and lifestyle choices. This has consequences for every business, and the town centre as a whole, both economically and socially.

Now more than ever, is the time to work collectively to shape the future of our town centre to ensure that policy makers understand and hear the challenges that are present, and to ensure that we can grasp the opportunities for investment that come our way.

A **YES** vote from you will mean that BID can continue to act as the voice for King's Lynn Town Centre with local and regional policy makers. A **YES** vote will allow us to continue to provide the Street Ranger service. A **YES** vote will allow us to carry on promoting the town that you are so proud of to visitors both local and further afield. A **YES** vote from you will allow us to work together to achieve a brighter, stronger future for King's Lynn Town Centre.

This is Your town, use Your vote for a stronger future.



Sharon Edwards

Chair, Discover King's Lynn



Vicky Etheridge

BID Manager



What is a BID?

A BID is a defined geographic area within which businesses opt (via a ballot) to pay to provide additional services. A BID has a maximum of five years before it has to ask businesses if they want to renew it for a further term.

“

Business Improvement Districts provide a wide range of essential services across hundreds of business communities, not least safety and security, marketing and promotion, clean and attractive space and a whole range of business support services.

There are currently 259 BIDs in England, with 100,841 business investing £106,770,198 in their business communities. We particularly believe that BIDs will be vital as part of the revival process once the COVID-19 virus has lessened, and the business community starts its recovery phase. BIDs are a key lever of fast change; they are business led and work closely with their levy payers.

They get the job done.

Prof. Chris Turner
Chief Executive, British BIDs



National Landscape

The first BID in the UK was formed in January 2005. Since then, over 320 BIDs have been established and the number is growing fast. In the UK, the majority of BIDs exist in town centres, however they are also in industrial, commercial and mixed-use locations.

The BID mechanism allows for a large degree of flexibility and, as a result, BIDs vary greatly in 'shape' and size. The average size of a BID is 300-400 premises, with some of the smallest having fewer than 50 and the largest at over 1,000. Annual income is typically £200,000-£600,000 but can be as little as £50,000 or as much as £2 million per annum.

Legislation enabling the formation of BIDs was passed in 2003 in England, with subsequent regulations published in 2004 and 2005 respectively. BIDs were first established in Canada in the 1970s and now exist across the globe, including in America, South Africa, Germany, Japan, New Zealand and Australia.

Discover King's Lynn, The King's Lynn BID

Your BID team

The day to day running of the BID and delivery of projects rests with a small team of 4, our 2 Street Rangers, a Project Assistant and BID Manager. Whilst we might not be numerous, we are part of a much bigger network of contacts with skills and expertise that we can tap into to bring you advice, support, training and much more.

From left to right

Ilaria Pezzella
Project Assistant

Michael Smith
Street Ranger

Luciano Santos
Street Ranger

Vicky Etheridge
BID Manager



Top, from left to right

Sharon Edwards
Chair, Partner, Mapus-Smith & Lemmon

Janette Crawford
Vice-Chair, Manager, Wilko

Alan Bedwell
Manager, Sainsbury's

Jenny Richards
Director, Prontaprint

Liz Harrison
Director, Youngster's World

Bottom, from left to right

John Harrison
Director, BJ Models & DIY

Veronica Sekules
Director, Groundwork Gallery

Sarah Haynes
Manager, Boots

Julie Easter
Director, Kenneth Bush Solicitors

Michael Baldwin
Owner, Bank House Hotel

Graham Middleton
Deputy Leader and Cabinet Member
for Business, Culture and Heritage

Meet the board

The team are supported by a Board of Directors who are drawn from a range of sectors, national and independent businesses within the town centre. They bring skills, experience, and knowledge of managing, owning and setting up businesses, helping to shape and guide our work.

We are all committed to delivering the best possible outcomes for businesses in the town centre and firmly believe that King's Lynn is a town we should all be proud of.



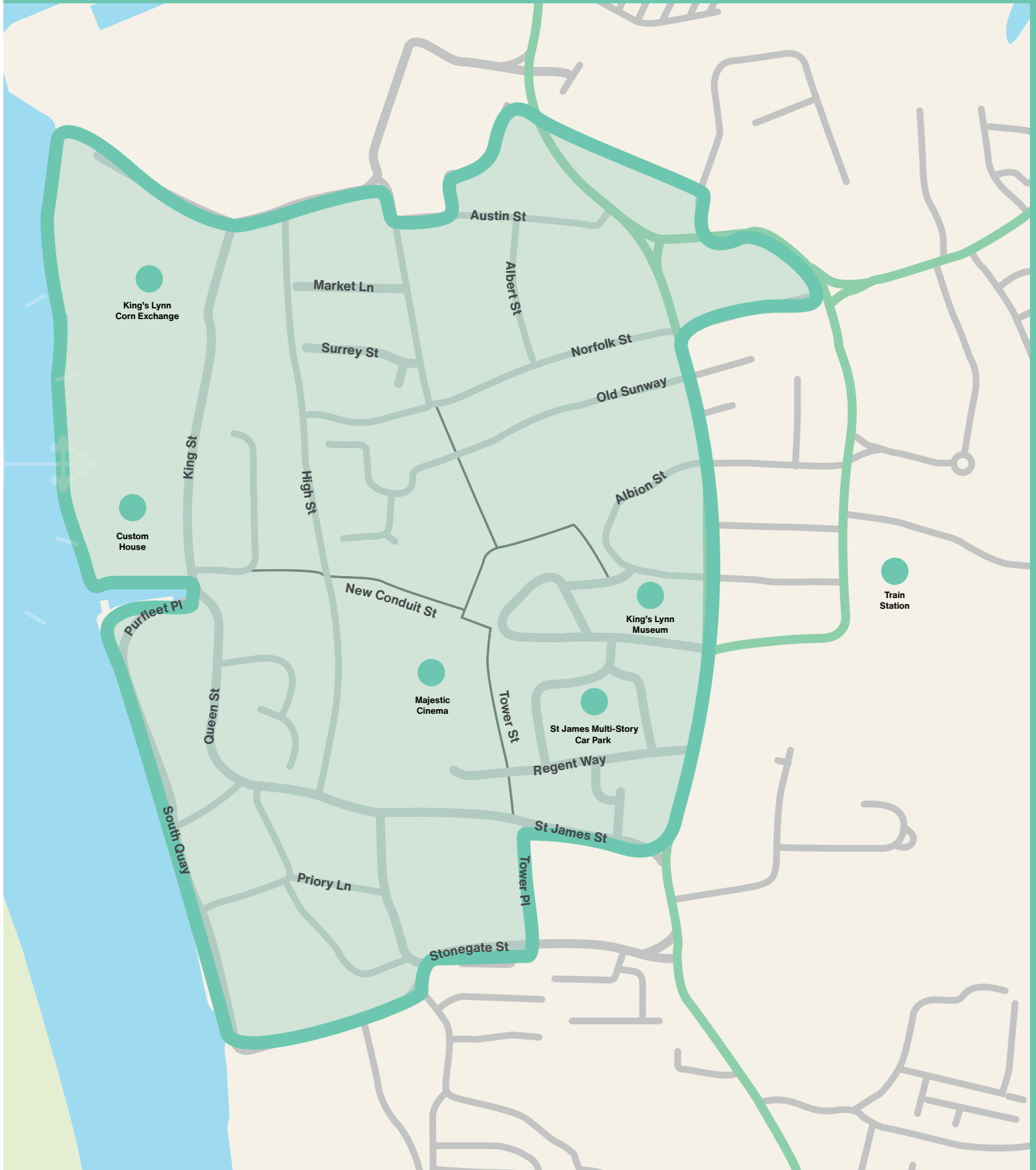
The BID area

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
Burtens 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	

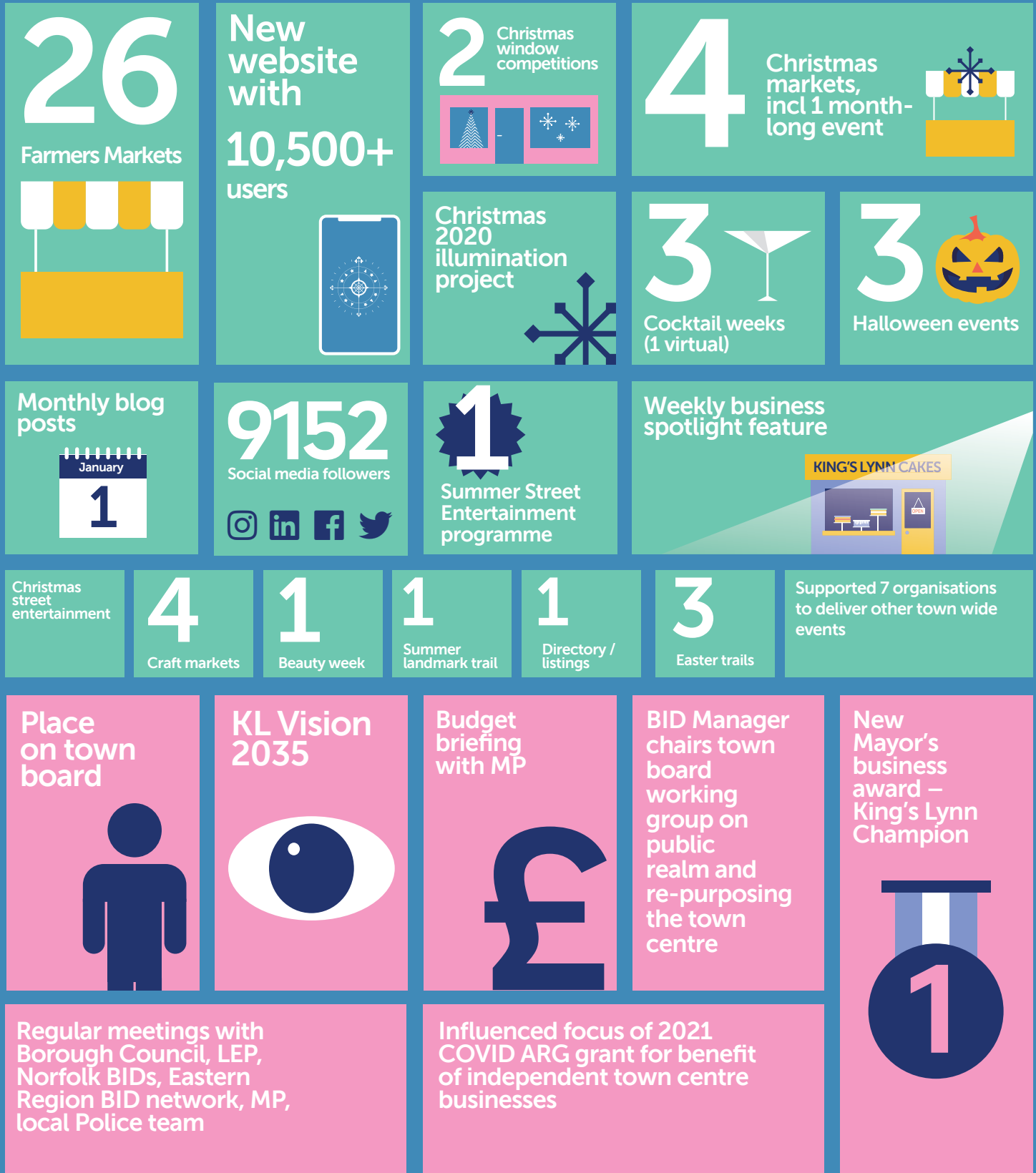
*Only part of this Street is included



What We Have Delivered 2017-2021

● Quality Place
 ● Marketing Campaigns
 ● Increased Profitability
 ● Marketing, Promotion & Events
 ● Speaking Up for Business

<p>Street Rangers Since Spring 2019</p> <p>35 1st aid incidents pcm</p> <p>100 Visits to businesses pcm</p> <p>200 Shopwatch calls pcm</p>	<p>6</p>  <p>Defibrillators, used on average 1 x week</p>	<p>Town-wide bunting (and festoon lighting 2021) 2019-2021</p> <p>191</p> <p>Flower tubs and /or hanging baskets</p>	<p>59</p> <p>Christmas trees & lights</p> 	
<p>#SupportKL campaign</p> 	<p>#Discover Local campaign</p> 	<p>500</p> <p>Covid signage packs</p>	<p>45</p> <p>litres of hand sanitiser</p> 	<p>200</p> <p>people received training</p>
<p>Street Rangers recover an average of £1000 worth of stock pcm</p> 		<p>MAYBE* - resources and training package</p> 		
<p>Refocus, Recover & Grow programme – so far supported 5 businesses</p> 	<p>57 radio link handsets replaced, new batteries provided in 2021</p>	<p>2</p> <p>Business weeks</p>	<p>£160k</p> <p>Community renewal fund bid pending</p>	



“

BID gives a collective voice and network to town centre business and community. The BID team have proven their skills to bring more people into the heart of King's Lynn, as well as to understand the priorities of local business, especially throughout tough trading periods. Their ability to join like-minded people together on projects is great news for the businesses and residents of King's Lynn, I hope this will continue into the future!

Jake Smith

General Manager, Duke's Head Hotel

Our Aims & Values

To create a strong town centre of which we are all proud, where businesses thrive, new and creative opportunities are encouraged, and visitors choose to return again and again.



- Ambitious** ————— Set our sights high
- Transparent** ————— Always open to scrutiny
- Creative** ————— Exploring new and different ways to deliver our objectives
- Collaborative** ————— Working with others to deliver the best outcomes
- Accessible** ————— Contactable, inclusive, always listening
- Flexible** ————— Responsive and adaptable
- Sustainable** ————— Putting environmental considerations at the heart of our decision-making
- Accountable** ————— To our levy payers – this is Your BID



“

The support from the street rangers has been amazing!! There are times when we don't know what we would do without them! I have seen them help so many customers in the street, as well as helping stores to deter crimes and recovering stock. Having group radios for support is invaluable in the current difficult environment.

Emma Nesbitt
Store Manager, TK Maxx

Your BID, Your Priorities

Throughout this renewal process, we asked for your thoughts on the future of the Town via the methods opposite. Over the following pages you will see the priorities that you selected, and how we propose to turn those into actions that we will deliver over the next 5 years.



How we know

Online and door-to door survey Jan-March 2021

Monthly Zoom Meetings since May 2020

9 Consultation Meetings June – July 2021

Levy Payer What's App Group

Street Ranger business visits

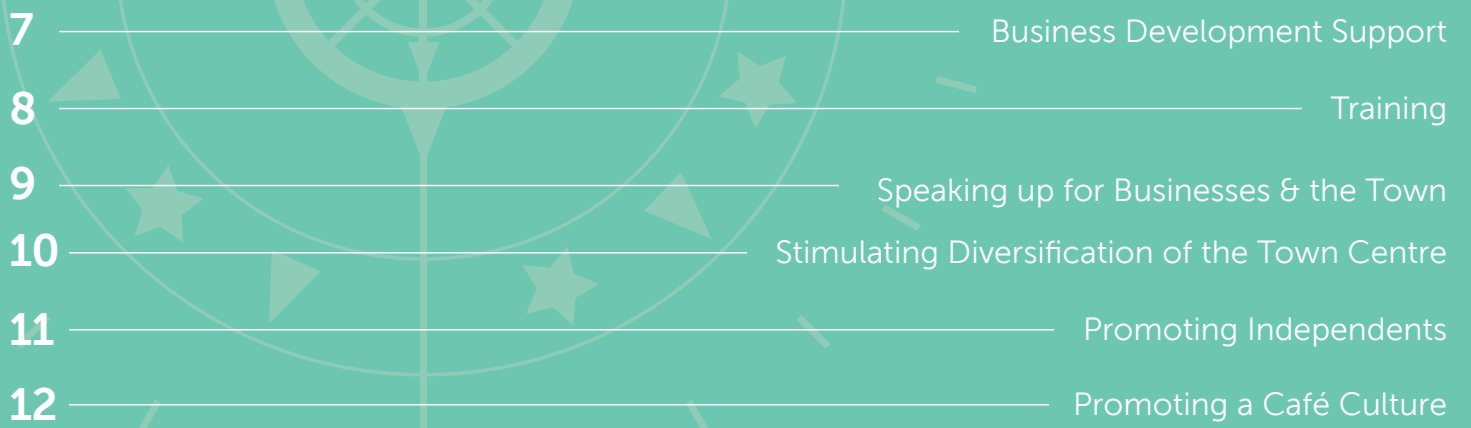




Your Priorities

- 1 _____ Marketing & Events
- 2 _____ Boosting Footfall & Dwell Time
- 3 _____ Promoting King's Lynn as a Tourist Destination
- 4 _____ Showcasing the Town's Complete Offer
- 5 _____ Increasing Pride in the Town
- 6 _____ The Street Ranger Service



- 
- 7 — Business Development Support
 - 8 — Training
 - 9 — Speaking up for Businesses & the Town
 - 10 — Stimulating Diversification of the Town Centre
 - 11 — Promoting Independents
 - 12 — Promoting a Café Culture



Your Priorities

- 13 — Enhancing the Town's Aesthetic Appeal
- 14 — Supporting the Night Time Economy
- 15 — Encouraging Collaboration
- 16 — Reducing Business Costs & Carbon Footprint
- 17 — Improving the Attractiveness of Gateways into Town
- 18 — Creating a Sense of Community



“

The Maze Group was established right here in King's Lynn over ten years ago and collectively we are proud to support Discover King's Lynn. We are passionate about making our town a fantastic place to live and work and furthermore making it a place where businesses and entrepreneurs can thrive, Discover King's Lynn is our way of connecting with like minded individuals and businesses to try and make this happen.

Charlie Roughton
Partner, Maze

Your Priorities, Our Objectives 2022-2027

Our objectives for the second term reflect what you have told us are your priorities. This is a combination of building on the things that we have delivered well, along with a greater emphasis on actions that will support the recovery of our Town Centre, and enable you to grasp new opportunities that recovery might present.

At the heart of this business plan is the strength of pride in our Town that so many of you expressed during the consultation period. The desire to tell others about our great Town, to share and promote its many features and strengths is something that we all share.

The objectives are set out in the following pages in order of how we will focus our resources.



1 To shout about King's Lynn Town Centre and all that it has to offer

We want to attract new and repeat visitors to the town to shop, relax, stay, and explore. We will raise the profile of the Town as a sub-regional business centre and a tourist destination. We will do this by:

- a.** Delivering a programme of regular events and animations that take place throughout the town, creating atmosphere and vibrancy.
- b.** Building the Discover King's Lynn brand to attract new audiences and reach further afield. Working closely with Visit West Norfolk to align resources.
- c.** Developing a series of campaigns that promote our

Town's strengths and what it has to offer.

- d.** Working with local partners to develop better signage and other resources to attract people into King's Lynn and to move around the Town Centre.

What will success look like?

Closing the gap on 2019 footfall figures

An uplift in footfall during holiday season and around events

Double the number of website traffic and social media followers by the end of the 2nd term





To Support & Strengthen Business

Our focus is to create an environment in which Business, both established and new start-ups, thrive. We will work collaboratively with local and regional partners such as the Borough and County Councils, New Anglia LEP, Town Board, Norfolk Chambers and Norfolk BIDs to:

- a.** Provide access to quality business advice, coaching, training, and resources.
- b.** Encourage new, and different businesses to the town centre, to diversify the Town's offer.
- c.** Assist businesses to reduce costs and their environmental footprint.
- d.** Strengthen the Shopwatch retail group and bring together businesses in the night-time economy.
- e.** Continue with our Street Ranger team to deter crime and anti-social behaviour, assist with retail crime stock retrieval, provide a sense of safety.

What will success look like?

Reduction in retail crime and in the value of goods stolen
Reduction in empty premises

3 A Voice for Business & The Town Centre Economy

Now more than ever, Business and town centres need a voice and a champion. We have developed strong, collaborative relationships with public stakeholders in the Town and across Norfolk. We will continue to:

- a.** Advocate a town centre focused approach to investment, using our position on the Town Board and other funding programmes to influence funding decisions for the benefit of the Town Centre.
- b.** Represent Town Centre interests to stakeholders i.e., the Councils, Chambers of Commerce, LEP, local MP, with a view to influencing resources and policy decisions.

- c.** Encourage B2B networking and collaboration within the town with regular networking opportunities and groups such as Shopwatch and a new Night-time economy group.

What will success look like?

Leverage of funding from public sector sources for BID projects

Business satisfaction with BID advocacy and representation



We love the Street Rangers! They always show up and are willing to support in any situation. Even when assistance isn't required, just knowing the Rangers are available in the event of an incident is very reassuring. Vicky is also always willing to help and does her best to provide and source answers to our queries, whatever they might be.

Debbie Lewis

Owner, Designs

4 To Create Pride in our Town Centre

One of the key messages coming out of recent consultation events is the strong sense of pride that so many of you have for the Town. All the proposed actions will work towards creating a stronger town centre that we can all be proud of; with this objective we want to make the town look it's best! We will:

- a.** Maximise the opportunities for street dressing throughout the year, whether that's flowers and greenery or lights and bunting!
- b.** Work with the Town Fund and Public Realm Action Group and other funding opportunities to push for investment to:
 - i.** Improve the appearance of Gateways into Town

- ii.** Enhance the current offer of outside seating for hospitality businesses
- iii.** Offer shop front improvement grants
- iv.** Make temporary improvements to vacant units such as shop jackets
- v.** Create temporary installations around the town that create interest

What will success look like?

Reduction in empty premises

Improved Business satisfaction with the appearance of the town centre

BID Rules

In developing the rules that will apply, consideration has been given to the British BIDs Industry Guidance for Business Plan Criteria, updated 2020.

The Ballot

The Borough Council of King's Lynn & West Norfolk will send those responsible for properties or hereditaments to be subject to the new BID a ballot paper before 15 October 2021.

Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28-day postal ballot which will commence on 15 October 2021, and close at 5pm on 11 November 2021. Ballot papers received after 5pm on 11 November 2021 will not be counted.

For the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.

The result of the ballot will be announced on Friday 12 November 2021.

If successful at ballot, the new BID will commence delivery of services on 1 April 2022 and will continue for a period of five calendar years to 31 March 2027.

Finances

A cautious approach has been adopted to budgeting for the second term. Historic performance suggests that 97% of the billed levy will be collected each year and this rate has been applied throughout.

The average annual levy available to be spent by the BID for the term is just over £220,000.

We anticipate a carry forward of contingency funds of £50,000 from 2021/22. We will draw modestly on these reserves for the 1st 3 years of the plan as set out in the budget.

We hope to lever in significant resources from new government funding streams, however as there is uncertainty around the funding available we have cautiously not included it in this budget.

BID Levy

The BID levy will be calculated using the current rateable value shown on the 2017 Non-Domestic Rating list for the duration of the five-year BID term from 1st April 2022 - 31st March 2027 (subject to the exceptions below). No adjustments will be made for any exemptions or reliefs, or any changes to rateable value for an existing property as a result of the 2023 revaluation. The levy will be updated on an ongoing basis for any changes to the 2017 rateable value.

The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property or hereditament including inter alia, new construction, merger, sub-division, extensions, and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term. In these cases the rateable value from the subsequent rating list will be used.

The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2027, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

Properties deleted from the Rating List will no longer have to pay the BID Levy from the date they are deleted.

By taking this approach, the BID can budget with certainty and is in a stronger position to deliver your priorities as set out in this Business Plan.

The levy rates are not changing, and properties with a rateable value of £7,500 or less will still pay a flat rate of £100 per annum. Properties with a rateable value of over £7,500 will continue to pay a levy of 1.5% of the rateable value. Changes to the 2017 rateable value during the five-year BID term will be reflected in the levy charge.

The BID Levy will be charged annually in advance for each chargeable period to be April to March each year. The levy will be a daily charge. The BID levy is paid by the current ratepayer. If the ratepayer changes during the five-year BID term the new ratepayer will be liable to pay the levy from the date of occupation.

The owners of untenanted properties will be liable for payment of the levy, with no void period. Non-Retail Charities with a rateable value of £7,500 or less will be exempt from paying the levy and will not receive a vote in the ballot.

VAT and Inflation will not be charged on the levy.

The Borough Council of King's Lynn & West Norfolk will be responsible for the administration and collection of the levy and will charge an annual fee. The fee is shown in the budget table on the opposite page.

Budget 2022-2027

Year	1	2	3	4	5
Income					
Levy	223,500	223,500	223,500	223,500	223,500
Additional income	5,000	5,000	5,000	5,000	5,000
Reserves	5,000	5,000	5,000	0	0
Total Income	233,500	233,500	233,500	228,500	228,500
Expenditure					
1. Shout About KL	83,510	83,510	83,510	83,510	83,510
2. Support Business	70,000	70,000	70,000	65,000	65,000
3. A Voice for Business	30,000	30,000	30,000	30,000	30,000
4. Create Pride in our Town	15,000	15,000	15,000	15,000	15,000
5. Operational Costs	30,340	30,340	30,340	30,340	30,340
6. Council Charge	4,500	4,500	4,500	4,500	4,500
Total Expenditure	233,350	233,350	233,350	228,350	228,350
Retained surplus	45,000	40,000	35,000	35,000	35,000

Governance

The new BID will be managed by King's Lynn BID Limited (the 'Company'), a not for profit organisation, limited by guarantee.

Existing governance arrangements will apply. The Board will continue to have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction. The Board will be made up primarily of appointed representatives of levy payers with additional expertise as required.

Provided that the BID is meeting its overall objectives, the Board, shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers.

However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.

An Operating Agreement has been agreed with the Council and will be in place from the start of the Term.

Notice of the intention to hold a ballot was provided to the Secretary of State on 5 July 2021.

All levy payers will receive an annual billing statement, including an update on delivery and review of outcomes and targets. As previously, we will hold an annual meeting for levy payers to report progress against the Business Plan and determine priorities for the forthcoming year.

Informing, Involving, Responding

How we communicate with you

Keeping in touch with one another, passing on useful information, sharing feedback about BID activities and their impact are a key part of what we do. We will be introducing some new opportunities to improve communication based on the feedback that you have recently provided.





Discover King's Lynn has worked extremely hard to provide support and guidance to their levy payers during these unprecedented times.

As an integral part of the retail offer, we feel that Discover King's Lynn is essential in coordinating our collective investment to improve the trading environment. We derive great value from BID's activities and see our levy as a way for us to invest in the town

Alistair Cox

Centre Manager, Vancouver Quarter

LinkedIn



Levy payer What's App Group



Levy payer Facebook Group



New for autumn 2021
– Weekly drop in, meet the team sessions (premises being secured)



Monthly networking sessions



New for 2022 – B2B platform and branding across all social media



Annual Review and Meeting



Street Ranger Business Visits



Weekly – fortnightly focussed e-shots



Shopwatch Retail Group – being reinstated post-COVID for September 2021



Night-time Economy Group – to be established at your request



Quarterly newsletter delivered to your door





3 Milestones towards to a Stronger Future

1 From 12 October Ballot papers will arrive at all businesses asking you to vote on the BID and for the future of our town centre. You have 28 days to return your ballot paper.

2 11 November, ballot closes at 5pm and the results will be announced on 12 November.



“

The BID have been extremely supportive to us and other local businesses during their first term. They have provided information and advice to us that has been helpful and especially valuable during the pandemic. They have brought innovative ideas to the town, such as the Street Rangers, and have encouraged people into the town with events like the Farmer's Market.

We will 100% be backing the BID team and hope that they are approved for a 2nd term to continue the hard work.

Paul Turner

Manager, The Wennis Chop & Ale House

1 April 2022 , if a majority votes yes at ballot, the new term of BID will commence, existing services will continue and the additional commitments will start.

Your Town, Your BID, For a Stronger Future

The early years of a new business are always eventful, pressurised, exhilarating and rewarding and the first 5 years of Discover King's Lynn (King's Lynn BID) have been no different. From establishing a new B2C brand in Discover King's Lynn to adding events to the Town's calendar, setting up a Street Ranger service and delivering regular training sessions, and then of course there was the pandemic. COVID not only deepened and accelerated the changes that were already underway in our town centre, but also sent shock waves across other sectors that seemed to be filling some of the gaps left by retail.

With events on hold for a year, we focussed on keeping in touch with you, listening to your challenges and fears and providing information and advice. We strengthened our relationships with the Council and public sector bodies during this time and in so doing, our voice became more prominent and well respected. Consequently, we shaped the focus of COVID grants and are a key player in the development and delivery of the Towns Fund.

Looking ahead 5 years, towards recovery and eventually growth, the role of the BID is even more important. We need to continue, and build on what we have started, widen and deepen those critical relationships, and use our voice to speak up for business and the town centre. This document, informed by feedback from you, sets out how we propose to do this, where we will focus our resources and how we will keep you informed and involved, because we are your BID, this is Your Town, working together we will create a stronger future.



Sharon Edwards

Chair, Discover King's Lynn



Vicky Etheridge

BID Manager





discover
**KING'S
LYNN**
King's Lynn BID

