

Discover King's Lynn (KL BID Ltd) Year in Review 2018-19

E225, 746 in BID levy by end March 2019

We have spent £180,661

8 x Monthly Farmers Market



4 x Monthly Craft & Collectables Market Christmas
Market
8 Entertainment



Social Media Followers

f 1,904
1,126
2,099

4 X
Late Night
Shopping
& Street
Entertainment

Cocktail Week
210 Wristbands
12 bars
Partcipated

Defibrillators Installed 3 Major Town Events Supported

Hanse Festival Festival Too Fringe Waterski Festival Business
Week 4 days of free workshops, talks & networking

people attended training courses

radio-link handsets replaced

Christmas
Trees
and
Lights
Supplied

21 Hanging Baskets Supplied



£9,765
Additional
Funding
Attracted

Discover King's Lynn (KL BID Ltd) PRIORITIES FOR 2019/20

Marketing, Promotion, Events £131,100

- Revised Marketing Strategy, Improved Website
- Themed Weeks Cocktail / Food, Beauty, Business Week, Independents
- Family Friendly activities during school holidays
- Farmers Markets
- Christmas in K L

Access & Movement £34,625

- Street Rangers

- Street Signage

Improving the Quality of the Environment £67,625

- Street Art project with Borough Council & partners
- Street Rangers
- Planting and bunting
- Christmas trees & lights
- Pop up shops
- Vacant Premises

Increasing profitability £38,475

- Continue to support businesses participate in the radio link scheme
- Organise quarterly training courses
- Look at ways to reduce costs such as utilities & waste collection
- Street Rangers

Speaking up for Business £23,450

- Continue to press for rail improvements
- Work with the Council to secure Future High Streets or other funding
- Be active members of Police Crime Commissioner's BEGin
- We will listen to your concerns and respond



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