



discover  
**KING'S  
LYNN**  
Part of the King's Lynn BID

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





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# 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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