



discover  
KING'S  
LYNN

Dear Levy Payer,

Wednesday 17th June 2020

**Re: King's Lynn Business Improvement  
District Levy – 2020/21**

I hope this finds you and your family well? I am sure that for the majority of you, the last few months have been some of the most challenging that you have ever experienced in business and that you are facing an uncertain and difficult year ahead. The decision to send you the 2020/21 bill for the BID levy is something that the BID Board have spent considerable time discussing, knowing that many of you might struggle to pay in full or at all this year. We have decided to go ahead and collect the levy so that the BID can continue to support your business and the town centre through this time and into recovery and beyond. Now more than ever, businesses need to work together, to support one another and ensure our voice is heard.

Since the pandemic began, we have provided you with regular and timely information about government grants, funding and guidance and continued to promote the town centre to keep it foremost in people's minds. Our Street Rangers have supported those businesses that stayed open and undertook regular patrols around empty premises. As we move into re-opening, we are giving you packs of signage and stickers to use in your premises and holding webinars to assist you with risk assessments. We are also engaged in regular conversations with the Council and New Anglia Local Enterprise Partnership about what funding and training could be used to help our town recover and thrive in the long-term. Our intention is to develop this further and use our levy this year to provide business support activities, including encouraging start-ups and new businesses.

Alongside this, we aim to make the town look as attractive as possible, whether that's vinyl-ing empty properties, looking at opportunities for pop-up stores or adding colour with bunting and flowers. In addition our website is being re-designed and will include a directory of all businesses in the town centre. We have included a flyer in this pack, please do take a look and send us your details for inclusion. Your levy will allow us to deliver this range of actions for your benefit.

You will also find details of how we spent the levy in 2019/20. The appointment of 2 Street Rangers was one of the most significant decisions that we took and we know that many of you find the service valuable. We also delivered a range of events including Cocktail Week and the monthly Farmers' Market. Our event programme for 2020 has been greatly affected by the restrictions imposed by the pandemic. We will look to do what we can to boost footfall and promote the town in different ways.

Finally, please do keep in touch. Let us know of any promotions or new ventures that you are undertaking, so that we can help to promote them, or any issues that you have that we might be able to assist with. We send out regular emails to levy payers and also have a closed Facebook Group where we regularly share information, news, links etc. If you do not already receive our emails, please do get in touch ASAP via [info@discoverkingslynn.com](mailto:info@discoverkingslynn.com)

The Council are offering the direct debit facility so that you can spread the payment of your bill. Please do get in touch if think you will have difficulty paying your levy.

I look forward to working with you to get our great town thriving again.

Yours Sincerely,

*Sharon Edwards*

Sharon Edwards  
Chair of Discover King's Lynn  
(King's Lynn BID Ltd)

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

# Discover King's Lynn (KL BID Ltd) Year in Review 2019-20

We received  
**£220,245**  
We have spent  
**£271,410**

figures as at 31.03.20

NB: due to underspend in Yr 1 we have carried forward reserves.

10 x Monthly  
Farmers Market  
+ Festive Special



Beauty Week  
Halloween Trail  
Easter Trail

Month long  
Christmas Market  
& Street  
Entertainment



Social Media Followers



**2,654**

increase  
of 62%



**1,821**

increase  
of 39%



**2,473**

increase  
of 18%

Festive  
Window  
Competition  
over  
50 entries

Cocktail Week  
12 bars  
Participated  
1 new  
competition



**6**

Defibrillators  
Installed

At least one  
machine is used  
every week



4 Town Events  
Supported

F2 Fringe  
Waterski  
11th Hour  
Local Hero Awards

Business  
Week

5 days,  
200 + participants

**99**

people  
attended  
training  
courses

Leverage  
**£91k**

**2x** Street  
Rangers



Recovered over £500 stolen goods  
Supported retailers with over  
50 incidents

Provided first aid assistance on at  
least 10 occasions

8 Hanging Baskets



66 Flower Tubs  
Summer & Winter

12 Christmas Trees



**£5,976**  
Income  
from  
events

**2** Newsletters

**29** "news"  
shots  
to 600 contacts

Set up a new  
Mayor's Business Award  
King's Lynn  
**CHAMPION**

**1,700**  
Metres of  
bunting

