Dear Levy Payer,

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

The Council are offering the direct debit facility so that you can spread the payment of your bill. Please do get in touch if you 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
Chair of Discover King’s Lynn (King’s Lynn BID Ltd)
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

Facebook: 2,654 increase of 62%
Instagram: 1,821 increase of 39%
Twitter: 2,473 increase of 18%

Festive Window Competition over 50 entries
Cocktail Week 12 bars Participated
1 new competition

4 Town Events Supported
F2 Fringe
Waterski
11th Hour
Local Hero Awards

Defibrillators Installed
At least one machine is used every week

Business Week 5 days, 200 + participants
99 people attended training courses
Leverage £91k

2 x 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” eshots to 600 contacts

Set up a new Mayor’s Business Award
King’s Lynn CHAMPION

1,700 Metres of bunting