



discover
**KING'S
LYNN**

April 2021

Dear Levy Payer,

Re: King's Lynn Business Improvement District Levy – 2021/22

I hope this finds you, your family, and colleagues well and looking forward to the year ahead with renewed hope. The last 12 months have been the most challenging I have ever experienced professionally, and I look forward to working with you and other stakeholders to welcome people back to the town centre to enjoy all that it has to offer.

Please find enclosed a summary of our spend for 2020/21. Thanks to all of you who paid the levy and enabled us to continue to deliver projects and services like our Street Ranger team, a limited number of events and on-going advice, support and training. You will also find enclosed a leaflet detailing some key projects that we will be running this year. Discover Local, Recover, Refocus & Grow and the Maybe* marketing and social media package are all intended to support businesses and the town centre to recover and be in a better position to grasp new opportunities as they arise. You will also find all our contact details and channels of communications listed, so please do keep this to hand to refer to.





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We are now entering our final year in our first term as a BID. Our ballot date is set for November and we are now in the process of listening to your ideas and thoughts about what you would like a second term BID to deliver. If you have not done so already, please do take 5-10 minutes to complete our questionnaire, we will use the findings to shape our next Business Plan. You can find the survey here:

<http://bit.ly/3rvLC41>

Alternatively, contact Vicky Etheridge, BID Manager for a hard copy, email:

vicky@discoverkingslynn.com or Tel: 07387 752 226

Finally, please note that the Council offer a direct debit facility for the BID levy payment so that you can spread the cost of your bill across the year. Please contact them for further details.

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

With best wishes,

Yours sincerely,

Sharon Edwards

Sharon Edwards

Chair of Discover King's Lynn

(King's Lynn BID Ltd)

Encs.