



discover  
KING'S  
LYNN  
Funded by King's Lynn BID

# Discover King's Lynn Annual Update **2023/24**



Celebrate the best of  
King's Lynn food and  
drink this autumn.

10<sup>TH</sup>-23<sup>RD</sup> OCT

**t** taste  
of the  
town

Enjoy £10 or £15 set  
priced menus from a  
range of businesses,  
and get a real Taste  
of the Town!

DISCOVER MORE AT  
[DISCOVERKINGSLYNN.COM](http://DISCOVERKINGSLYNN.COM)



# KING'S LYNN BID

Our new pop-up space has been at the heart of what we have delivered in 2022/23. Using Community Renewal Funding from central Government, we were able to take on an empty retail unit and repurpose it into a multi-functional space. Offering pop-up space to hire for business start-ups, as well as community focussed activities such as NHS health checks, awareness raising for local charities and public sector information drop-ins. We have also used it to support our own campaigns, like hosting free family Christmas crafts, promoting young musicians as part of our "Get Festival Ready" event and other free family events over the summer.

Having premises like The Place has enabled us to host more training events for levy payers too. In the year we have run 2 first aid sessions, 1 fire marshal training, a summer long series of lunchtime digital marketing sessions, mental health champion training, and sessions on resilience and relaxation to name a few. For 2023/24 our aim is to offer at least 1 subsidised training event each quarter.

Events and animations are an important tool to help us enliven the Town. This year we introduced a new campaign to promote our food and drink sector. Taste of the Town ran for two weeks in October 2022 and we're looking forward to running it again in 2023. In addition, we added a new element to our long running Cocktail Week – on 11 March, we enabled 7 bars to come together under one roof for King's Lynn's 1st Cocktail Festival. Tickets sold out within two weeks!

Our team of two Street Rangers continues to offer a much valued service. The pair attend 2-3 first aid incidents a week and have recently completed additional training in trauma management. To support this we have purchased two bleed control kits so that the Rangers, and others have access to the equipment they need.

Almost a year in, we now have 70 individuals using the DISC system. After a period of adjustment, there are signs that it is leading to better management and sharing of information about retail crime.

Our role on the Town Deal Board is of significance. As the Town Investment Plan moves into the delivery phase, our voice is important in ensuring that the outcomes and outputs set out are delivered. We are

also in a position to highlight opportunities for Town Centre businesses such as local travel plans, an opportunity to access funds to enable your employees to take more environmentally friendly, and potentially cheaper travel options to work.

## Significant Projects 2022/23

- The Place - Supported over 50 start up businesses and hosted 20 events
- Training for businesses – digital, first aid, mental health
- Money saving clinics
- Art of Giving event - raising £1000 for KL Foodbank
- Weekend Christmas Market (best ever in terms of footfall)
- Christmas street entertainment, music and activities
- New Christmas Lights for Norfolk Street & Tower Street
- Re-branded Market – Merchant's Market
- Discover Local campaign incl film
- New food and drink campaign – Taste of the Town
- Hanging baskets
- Festoon lighting and bunting
- Halloween Trail
- Easter Trail
- Summer street entertainment

## 2022/23 Income & Expenditure

### INCOME

BID Levy	£210,000
Income from Training & Events	£5,405
Income from The Place	£5,881
VC	£7,325
CRF	£69,684

### EXPENSES

Operating (incl A Voice for Business)	£103,344
Shouting about KL Town Centre	£81,659
Supporting Business (incl pop-up)	£63,407
Creating Pride	£15,708
<b>NET Income</b>	<b>£34,177</b>

Capital expenditure in the year, part funded by CRF £38,481  
Allocated to future projects as at 31 March 2023 £110,201



## LOOKING AHEAD

# 2023/24

Our priorities for the year

Anticipated Levy: £210,000

**1**

### To Shout About King's Lynn Town Centre £ 83,000

We want to attract new and repeat visitors to the Town. We will raise the profile of the Town and all it has to offer as a sub-regional centre.

Activities will include

- Deliver a programme of summer animations, convent garden style
- Build on Taste of the Town campaign
- Add to the Discover Local campaign and increase its impact

**2**

### To Support & Strengthen Business £70,000

To work with levy payers, the Council and Regional partners to create an environment where businesses, including start-ups thrive.

- Continue to operate our Pop-Up space in the heart of the Town Centre
- Work with levy payers to support their young employees and promote opportunities for young people to work in the Town.
- Work with the night time economy sector to develop initiatives that bridge the gap between day and night time activity

**3**

### A Voice for Business and the Town Centre Economy £60,000

To continue to be the Champion for the Town Centre and its businesses

- Remain active on the Town Deal Board to ensure that outcomes are achieved
- Promote the voice of King's Lynn Businesses in the Norfolk devolution process

**4**

### To Create Pride in our Town Centre £15,000

Contribute towards making the Town look it's best!

- Lever in additional resources to create street art installations with young people who work in the town.
- Add to the new Christmas lights we purchased in 2022

**THANK YOU**  
for your continued support



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**For further information about Discover King's Lynn:**

Visit: [discoverkingslynn.com](http://discoverkingslynn.com)  
Email: [info@discoverkingslynn.com](mailto:info@discoverkingslynn.com)

**For billing enquiries email:**

[sdebts@west-norfolk.gov.uk](mailto:sdebts@west-norfolk.gov.uk)

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