About Us

Discover King’s Lynn is the trading name of King’s Lynn BID Ltd, the Business Improvement District for King’s Lynn Town Centre. Our role is to promote and market the town, speak up for and support businesses within the area, and contribute towards improving the appearance of the town.

Our BID started in April 2017. We are entering our 5th year and the ballot for our 2nd term takes place this Autumn.

The BID has a staff team of 4, including 2 Street Rangers, and a Board of Directors. The Directors provide strategic leadership and guidance, they are all volunteers & either manage or own a business in the town centre. Read more about them at discoverkingslynn.com/about

Our staff team deliver the day-to-day activities of the BID, from events to marketing campaigns, floral displays and training workshops to advice and information. The Street Rangers provide a regular presence on the street. They respond to retail crime issues, anti-social behaviour and are trained first aiders. They are also a friendly face to welcome and direct visitors to the town.

Communication

Keeping in touch with you is as important to us as promoting the Town to consumers. It is, however, a lot harder to do well! This year we will be focussing our social media channels on B2C marketing and promotion, the list below is how we will communicate with you:

- **Weekly / Fortnightly eshots** with important information and key events. These come via MailChimp and might go to your spam folder so please do check. If you’re not receiving these emails, get in touch.
- **Quarterly newsletters** to your door and on our website.
- **LinkedIn** – we have a Discover King’s Lynn profile, do connect with us.
- **Levy Payers Facebook Group** – send us a request on Facebook to join.
- **Monthly Zoom calls** at 11:00am on the 1st Weds of each month to raise concerns, share information and contacts, and feel supported. Contact us to get the link.
- **What’s App** – this is a new channel for us and we aim to use it sparingly, to share important information

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Street Rangers
E: streetrangers@discoverkingslynn.com
T: 07762 897980 or T: 07762 897 979

BID Manager
E: Vicky@discoverkingslynn.com
T: 07387 752 226

Project Assistant
E: info@discoverkingslynn.com
T: 07761 513635

@DiscKingsLynn @Discoverkingslynn
@discoverkingslynn Discover King’s Lynn
Refocus, Recover & Grow! King's Lynn BID Business Support Initiative

We are committed to the success of your business and the town centre as a whole. You might be looking to reduce costs, explore new income streams, improve your online offer or sharpen your social media skills? Perhaps you want to revise your marketing plan or simply talk through where you are at with someone independent and objective?

We've approached a number of local, professional businesses and asked them to help us put together a scheme to enable BID members to access professional advice to help their businesses survive and thrive.

How will it work?

Visit our website Discoverkingslynn.com/support and look at the business profiles. If you know who you would like to work with get in touch with us using the form on the site and we will connect you with them. If you're not sure who might be the best fit for you, feel free to contact a couple of the businesses and start a conversation.

What will it cost?

The first business area / project you choose to explore is free. If there are other areas that you’d like to cover, or your first advisor has suggested some follow up action, please get in touch.

Discover Local is our campaign to encourage consumers to support businesses in King’s Lynn Town Centre. It’s our take on #shoplocal.

We have a Discover Local page on our recently updated website which includes business opening times, direct links to business websites / social media pages, info on how to place orders, click and collect and so on. We regularly promote the campaign on our social channels and to our direct mailing list of consumers.

Visit www.discoverkingslynn/discoverlocal

DiscoverKingsLynn.com

The website features a What’s Here directory, designed to advertise all 500+ businesses. If you have not yet filled out your directory entry, email us for the online submission form. Also we use our website to post brand new content, such as blog posts and local guides.

One of our most exciting new features is the Business Spotlight blog, where each week we focus our attention on a different town centre business. We wish to showcase the array of talent we have here in town, and to highlight the people and the stories behind the businesses. If you are interested in having the spotlight, please email us for more info.

Social Media Training, Handy Hints, Resources – Maybe*

To accelerate the recovery of local businesses, Discover King’s Lynn has partnered with Maybe* - a team of marketing, tech, and retail specialists, to give all businesses across the BID, free social media support. As part of the Maybe* support package, you will receive access to the Maybe* online platform, weekly social media training sessions and Wednesday Webinars. Through this package, you will gain key insights on how to use social media to maximise your business performance and boost the profile of King’s Lynn.

Email us for details! info@discoverkingslynn.com