



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

# Discover King's Lynn Annual Update 2024/25





## KING'S LYNN BID

In 2022/23 we introduced a number of new initiatives such as our pop-up shop The Place, the Taste of the Town campaign and a new Cocktail Festival. This year we have built on those projects, learning from what worked and running them again, as well as starting up some new initiatives. After the success of the first Taste of the Town campaign in October 2022, in discussion with hospitality businesses, we have run this popular campaign again in September 2023 and March 2024. In the process we have gathered some useful information about our consumer, where they have travelled from, what they would like to see in the future, and where they get their information about what's on in King's Lynn. We will be sharing these insights with our hospitality sector so that we continue to provide a relevant and desirable offer. Inflationary pressures made 2023/24 a particularly challenging year for business and the consumer. This may well be a reason why our free family events and animations have had such a huge response. In Summer 2023 we ran a month long campaign of street entertainment and free family activities in partnership with the Vancouver Quarter, the College of West Anglia, and Linnets in the Community. We regularly saw 300 children at each event and footfall rose between 4-11% on event days. Our Halloween and Easter events have seen a huge increase in popularity. This Easter we gave away eggs to around 1000 children and saw footfall boosted by a whopping 44%!

With a reported rise in shoplifting across the country, our Street Ranger team continue to work hard, and in close partnership with the Police, Council CCTV and retailer Shopwatch group. In recognition of the valuable role that he plays, Luciano, our longest standing ranger, was this year awarded a Local Hero Award.

We have delivered on our commitment to introduce an art project, and work with young people employed in the town centre. We secured an additional £20,000 from the UK Shared Prosperity Fund for two projects; Art in the Streets and Platform 30. The latter brings together young people aged 18-30 who work in the Town and is supporting them to design and deliver events that appeal to their age group. So far these have included a board and retro games night, sip and paint and film night. Planned for 2024/25 are 2 open air film evenings, plus a street food fair.

Our role on the Town Deal Board continues to be significant as our BID Manager took on the role of Vice Chair last autumn, and is currently interim Chair. An additional £20m has been allocated to King's Lynn town centre under the Long Term Plan for Town. This, plus the development of a new economic strategy as part of the devolution process, offers huge opportunities to shape the future of our town centre.

### Significant Projects 2023/24

- The Place – Pop-up Shop and Business Hub – continued funding
- Training for businesses – digital, first aid, fire marshal, grow your business, developing young professionals
- Additional UKSPF for Art in the Streets and Platform 30 - a project to bring together young people who work in King's Lynn
- Art of Giving event - raising funds for KL Foodbank
- Hosting the 2023 light switch on lantern making and leading the parade
- Weekend Christmas Market, Christmas street entertainment and activities
- New Christmas Lights for St James Street
- Merchant's Market – change of location and style
- Taste of the Town, September and March campaigns
- Hanging baskets
- Festoon lighting and bunting
- Biggest ever Halloween & Easter events
- A month of Summer street entertainment and free activities

## 2023/24 Income & Expenditure

### INCOME

BID Levy	£200,000
Pop up income	£7,041
Training and events	£2,928
VC	£2,250
UK SPF	£50,549

### EXPENSES

Operating (incl A Voice for Business)	£97,470
Shouting about KL Town Centre	£76,012
Supporting Business (incl pop-up)	£58,402
Creating Pride	£15,205
<b>NET Income</b>	<b>£15,679</b>



## LOOKING AHEAD

# 2024/25

Our priorities for the year

Anticipated Levy: £200,000

# 1

### **To Shout About King's Lynn Town Centre £ 85,000**

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 family friendly events
- Build on successful food and drink campaigns
- Strengthen our digital marketing reach and impact

# 2

### **To Support & Strengthen Business £80,000**

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

- Continue to work with levy payers to support their young employees and promote opportunities for young people to work in the Town
- Focus on using The Place to support business growth and development.
- Boost our training and development offer for levy payers.

# 3

### **A Voice for Business and the Town Centre Economy £70,000**

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

- Use our voice to influence the Long Term Plan for Funds and new economic strategies for Norfolk and West Norfolk.

# 4

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

Contribute towards making the Town look it's best!

- Build on the Art in the Streets project
- Deliver a project that improves a specific eye sore or area in need of improvement.

THANK YOU  
for your continued support



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

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