



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

# Discover King's Lynn Annual Update 2025/26





# KING'S LYNN BID

2024/25 has been the year of consolidating, finishing off projects, and playing to our strengths. This year has turned out to be our last year at The Place due to a significant reduction in Government funding, coupled with a need to reduce our staff time on the project. Over the last three years we have supported close to 200 micro businesses and entrepreneurs, and hosted tens of events, talks and training sessions. As a small BID team it has been intense! We have worked closely with the Town Board and Borough Council to get 4 stand alone pop up units installed and opened for business as of the beginning of April 2025. We will be signposting former traders at The Place to make the most of this low cost, low risk option to continue to develop their business and hopefully take a step closer to opening a premises in the town centre.

We've delivered a wide range of events this year, not just the highly popular Easter and Halloween trails, but also 2 open air film nights, put on with extra funding from the UK SPF, as well as 2 Street Food Fairs, our regular Merchant's Market and small scale events aimed at younger people who work in the town through our Platform 30 brand. King's Lynn is increasingly known as a small town with a big events programme, and footfall definitely spikes in the months when we put on events and additional activities.

This year our street rangers, in partnership with the local policing team, Council CCTV and retailers, have worked hard to establish a robust and consistent approach to tackling retail crime. King's Lynn is regarded highly in Norfolk for the communication between and across agencies and the impact this is having on deterring and reporting retail crime.

2025-26 is shaping up to be a year of big change, globally, nationally and locally. Here in Norfolk we are going through devolution and local government reorganisation, both of which will have a huge impact on business, and town centres. At the same time the £20m Plan for Neighbourhoods has been confirmed for King's Lynn and we're looking forward to working with businesses, residents and our partners to develop an investment portfolio of projects, ready to draw down additional funds from the new Mayoral Combined Authority when it is established.

In the meantime, we ended 2024/25 with the launch of a new App for King's Lynn – we think the app is a great additional tool to promote the town and local businesses. If you haven't yet received an email inviting you to sign up to the App, please inform us by emailing [info@discoverkingslynn.com](mailto:info@discoverkingslynn.com). See the feature on the back page of this leaflet for more information.

### Significant Projects 2024/25

- The Place – Pop Up Shop & Community Events Space – 3rd and final year of funding
- Cocktail Festival & Cocktail Week
- Platform 30 - 2 Open Air Film Nights with Street Food
- Platform 30 - 2 Street Food Festivals
- 4 other Platform 30 events
- Merchant's Markets
- Delivered UK SPF Art in the Streets project
- Tower Street, Love Your Town Street Party
- Weekly, free summer holiday sports activities
- Even bigger, Easter & Halloween events!
- BID Manager became permanent Chair of the KL Town / Neighbourhood Board
- Additional Christmas Street Entertainment for the lower High Street, plus Weekend Christmas Market and free Family activities
- Launched Discover King's Lynn App

2024/25 Income & Expenditure	
INCOME	
BID Levy	£200,000
Pop up income	£10,692
Training and events	£4,574
UK SPF	£42,827
EXPENSES	
Operating (incl A Voice for Business)	£68,314
Shouting about KL Town Centre	£89,727
Supporting Business (incl pop-up)	£84,898
Creating Pride	£15,154



## LOOKING AHEAD

# 2025/26

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 year round events and animations
- Promote and continue to develop the Discover King's Lynn App

# 2

### **To Support & Strengthen Business £65,000**

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

- Continue to work with young people who work in the Town, and with employers to create events and activities that appeal to the younger age group and help create a stronger connection with the Town.
- Work with Night Time Economy businesses to better understand customer perceptions and develop an action plan in response.
- Continue to provide a Street Ranger service, in particular to support retail businesses and the increase in retail crime.

# 3

### **A Voice for Business and the Town Centre Economy £45,000**

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

- Use our voice to shape The Plan for Neighbourhoods for King's Lynn
- Promote business needs and interests in discussions on devolution and local government reorganization, and ensure that businesses are kept informed of changes and their implications.

# 4

### **To Create Pride in our Town Centre £5,000**

Contribute towards making the Town look it's best!

- Festoons & Bunting
- Hanging Baskets

THANK YOU  
for your continued support

# King's Lynn All in One Place

OFFERS - EVENTS - INFORMATION

## How will the app benefit your business?

- Actively promote your business to a diverse range of app users, increasing brand exposure.
  - Use in-app features to target specific audiences to promote an event or offer.
- You can maximise your reach - it's estimated that one user on Discover King's Lynn is equivalent to nearly 20 users on social media!
- View analytics which enable informed business decision-making.



**Download  
Now**



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

Visit: [discoverkingslynn.com](https://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)

@discoverkingslynn  Discover King's Lynn  @Discoverkingslynn