



Discover King's Lynn Annual Update 2026/27



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

Welcome to our end of year review and look ahead to 2026/27.

Thank you for your continued support. Working together is key to unlocking the full potential of the BID and making a positive impact on the town centre. Over the past year, we've built on what works and introduced new ideas, including our Christmas programme, the Discover King's Lynn app, and summer film nights.

Now in year 4 of our second term, we're preparing a business plan for the next term starting 1.4.2027. The ballot is expected in October/November 2026, and you will be formally notified. In the meantime, we'd like to hear your priorities and aspirations for the next 5–10 years. To give us your ideas and feedback, and to keep informed of proposals and meetings, please sign up to our email newsletter via info@discoverkingslynn.com.

Here is a summary of our main activities in 2025/26.

1. Shouting About King's Lynn Town Centre



- Monthly Merchant's Markets ran from July to September.
- 3 film nights (up from 2 in 2024), each attracting 300+ attendees.
- Easter and Halloween events with the Vancouver Quarter; footfall on 31.10.25 rose 7% vs 2024.
- Christmas programme included Santa's Workshop, Light Switch On, a Christmas weekend market, and 5 weekends of street entertainment. Footfall on 6–7 December rose 24% vs 2024, with market footfall also increasing.
- Social media growth: Facebook reached 9,537 followers (+2,800); Instagram 5,635 (+1,500), with increased engagement—especially on Facebook.
- The Discover King's Lynn app, launched last year, continues to be a valuable tool
- In 2026/27, we'll improve integration across the website, app, and social media.



3,440 total app downloads since launch

The number of people who have downloaded the app to their smartphone device.

2,119 total registered users since launch

The number of people who have downloaded the app to their smartphone device & have created an account.

182 total business accounts

The number of businesses who have registered an account for their business.

We've smashed the target set by our app developers, exceeding our target by 53%!

2. Supporting and Strengthening Business

- Delivered 6 first aid courses and social media workshops.
- Continued work with young employees in town centre businesses, delivering events such as a bedroom DJ competition, Thrift! (a preloved shopping event), networking, and film nights.
- Commissioned Maze Media to research perceptions of a night out in King's Lynn. The research gathered information on perception, and identified key audiences and locations. Contact the BID Manager for a summary.
- Increased funding for the Street Ranger and Shopwatch radio scheme to expand access for new members.



3. A Voice for Business

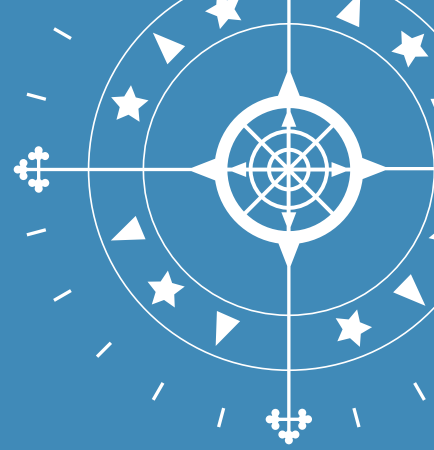
- The BID Manager continues as Chair of the King's Lynn Neighbourhood Board. The government has approved the £20m Pride in Place Plan, including town centre repurposing.
- Responded to consultations on devolution, local government reorganisation, and a potential Town Council.
- Participated in a roundtable with Conservative Party leader Kemi Badenoch during her recent visit.

4. Creating Pride in Our Town Centre

- Funded 27 hanging baskets. Installation of bunting and lights was delayed due to maintenance checks.
- Budget also supported cleaning long-vacant shopfronts and installing banners on unsightly fencing.

2025/26 Income & Expenditure

INCOME		EXPENSES	
BID Levy	£210,949	Shouting About KL Town Centre	£95,122
Training & events	£7,431	Support & Strengthen Business	£75,423
Contribution to rent	£15,436	A Voice for the Town Centre	£50,000
		Create Pride	£1,780
Santa's Workshop contribution	£1,300	Operating costs	£44,048
		Subtotal	£266,373
Subtotal	£235,116	Overspend covered by c/f from 2024/25	



LOOKING AHEAD

2026/27

Our priorities for the year

Anticipated Income: £215,000

1

To Shout About King's Lynn Town Centre £90,000

We want to attract new and repeat visitors to the Town to shop, relax, stay and explore. We will raise the profile of the Town as a sub-regional centre and tourist destination.

This year activities will include:

- Delivering a programme of year round events and animations, including a new event in October aimed at boosting the night-time economy.
- Continue to produce impactful marketing material and campaigns, including growing number of App users.

2

To Support & Strengthen Business £73,000

To work with levy payers and partners to create an environment where businesses thrive.

- Promote greater use of DISC and continue to support Shopwatch.
- Reinvigorate face to face meetings and encourage collaboration between businesses + businesses and the BID.
- Utilise the new library to host business meet ups and collaborate with Adult Education and the BIPC on talks, workshops and training events.

3

A Voice for Business and the Town Centre Economy £50,000

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

- To ensure the business voice is heard and influences the draft Master Plan and developing projects as part of the Pride in Place Plan.
- To keep businesses informed of changes and ensure voice is heard in relation to LGR and Devolution.

4

To Create Pride in our Town Centre £2,000

Contribute towards making the Town look it's best!

- Continue to provide hanging baskets.
- Lobby the Council for new Christmas lights.
- Use voice on Neighbourhood Board to press for improvements to vacant shops.

Thank you

for your continued support

BID Monthly Catch Ups

Our relaxed, monthly catch ups are back by popular demand!

Last Tuesday of the month, starting in March, we'll alternate meeting times between 17:15–18:30 and 08:00–08:45.

Come along and catch up with fellow businesses and stay up to date with the BID team.

Dates

- 28th April, 08:00–08:45 – King's Lynn Library, 2nd Floor meeting area
 - 26th May, 17:15–18:30 – venue TBC
 - 30th June, 08:00–08:45 – venue TBC

Please RSVP to Vicky@discoverkingslynn.com or Tel: 07387752226 please include any dietary requirements.

BID Annual Open Meeting

An opportunity to talk to and ask questions of the BID Board, and put forward your priorities for the year ahead.

19 May, 17:30 to start at 18:00 at the Dukes Head Ballroom

Please RSVP to Vicky@discoverkingslynn.com or Tel: 07387752226 please include any dietary requirements.



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

LinkedIn



Join our WhatsApp group!