

Christchurch BID Newsletter

Issue 6

www.christchurchbid.co.uk



BID Business Plan launched!

Background

Following the previous five information sheet regarding the possible creation of a Business Improvement District (BID) in Christchurch, this is the sixth of a series of updates on the proposals.

Possible BID projects

As part of the development of a BID proposal for Christchurch, the proposed main project areas which have been suggested for the town have been included within a Business Plan, which was launched on 12th August and which is available to view at www.christchurchbid.co.uk

THESE PROJECTS ARE SHOWN ON THE MIDDLE TWO PAGES OF THIS NEWSLETTER



**OVER
60% OF
BUSINESSES
WOULD PAY LESS
THAN A POUND
A DAY FOR
THE BID**

A reminder of how much businesses are being asked to invest

Businesses in Christchurch have indicated that they would support a levy of 1.75% and this means that the BID would only cost your businesses the following amount:

Small business with a rateable value of £10,000.
Daily cost 48 pence

Medium business with a rateable value of £45,000.
Daily cost £2.16

Large business with a rateable value of £90,000.
Daily cost £4.32

Please note that any tenant of a managed centre who are subject to a service charge would pay a reduced rate of 1.3% to reflect the fact that their service charge covers some of the services which would be provided by the BID. This would be the case for tenants of Saxon Square Shopping Centre, for whom the following amounts would apply:

Small business with a rateable value of £10,000.
Daily cost 36 pence

Medium business with a rateable value of £45,000.
Daily cost £1.60

Large business with a rateable value of £90,000.
Daily cost £3.21

Key project information

THEME ONE

Christchurch ENHANCED

To introduce a number of new and ongoing measures to improve the appearance of the town centre, so creating a much more attractive place to visit.

- Lobbying for reductions in car parking charges during key periods and working to introduce systems for businesses to subsidise customer parking costs
- Introducing window vinyls and other measures to improve the appearance of any long-term vacant units, whilst also working to provide temporary and permanent uses for them
- Working with local and regional partners to encourage the creation of additional visitor car parking capacity
- Funding the introduction of new floral and landscaping features throughout the town centre
- Working with local and regional partners to ensure the efficient flow of vehicle traffic in the town, especially with regard to the Fountain roundabout
- Making much more of the range of heritage features and history of the town – including enacting both physical & electronic heritage trails, walking tours and refurbishing the blue town centre heritage plaques
- Employing or commissioning services to take the cleanliness and appearance of the town centre to the next level and to address any problems as reported by individual businesses
- Introducing improved town centre Wi-Fi
- Working with partners to ensure and fund improvements to the appearance and maintenance of paving & street furniture in prominent town centre locations

**Budget £199,522
over five years**



THEME TWO

Christchurch ANIMATED

To ensure that new events & street entertainment are developed specifically for the town centre and that businesses benefit more from existing events.

- Creating an annual package of regular additional street entertainment, music and street theatre across all parts of the town so that Christchurch becomes renowned as a vibrant place for visitors to enjoy throughout the year
- Developing strong links to the heritage of the town in curating an annual package of events to attract more visitors
- Creating a focused programme of events & street entertainment to cover the Christmas period
- Working with local partners to ensure that town centre businesses capitalise more on the existing events which take place within the town
- Helping to attract a wider and more varied range of stalls to the existing street markets
- Establishing a series of trails to ensure that visitors are encouraged to explore all areas of the town centre, so spreading footfall more evenly across the town
- Ensuring that promotional activities focus on attracting more visitors to Christchurch events

**Budget £94,587
over five years**



THEME THREE

Christchurch PROMOTED

To develop a compelling & co-ordinated strategy to take the marketing & promotion of the town to the next level.

- Organising key promotions around the key strengths of Christchurch, particularly focusing on our town centre businesses
- Ensuring that the impact of all BID initiatives is measured, to include new footfall counters and measures to assess the impact of a range of digital marketing activities
- Enacting social media campaigns to promote individual businesses within the town centre and collectively market our fantastic retail, hospitality and leisure offer
- Supporting and holding local partner organisations to account over an improved range of joined-up tourism activities
- Creating specific campaigns to increase footfall during currently quieter trading periods and target areas where we consider that we can generate more incoming visitors
- Establishing and co-ordinating strong social media campaigns to promote the town
- Projects with local, regional & national partners to pool ideas & resources and to avoid conflict or duplication
- Developing a business to business website to significantly increase trade between town centre businesses to retain local spend wherever possible
- Creating a focused Christchurch brand to underpin varied marketing & promotions
- Building a library of quality photos for our businesses and partner organisations to use to promote the town
- Working with partners to collaboratively develop and operate a single town centre website to promote the town in a co-ordinated manner
- Carrying out regular market research to establish how locals & visitors to the town think our image could be improved

**Budget £111,366
over five years**



THEME FOUR

Christchurch SUPPORTED

To ensure that everything the BID does is designed to support and develop businesses in Christchurch and create a strong local business community.

- Working with local and regional partners to encourage appropriate investment and development in the town centre
- Providing all businesses with associate membership of the Christchurch Chamber of Trade & Commerce so that they qualify for a range of services, including training, networking and professional support
- Enacting a business crime reduction initiative to ensure that Christchurch businesses are protected from crime and are part of a robust and conurbation-wide system to prevent business crime
- Supporting and holding local partner organisations to account on matters which are important to Christchurch
- Introducing a group purchasing system to save businesses money on the costs of energy, insurance, telecoms and waste disposal
- Producing and distributing regular updates to local businesses, to include information on the economic performance of the town
- Recruiting a BID Manager, who would report to the BID Board, to professionally oversee the work of the BID to the highest possible standards
- Creating the very robust ability to champion and represent Christchurch town centre business views
- Ensuring, wherever possible, that we recycle the local pound by selecting town centre businesses to support BID projects

**Budget £94,587
over five years**



A reminder of the proposed timings

The proposals are for the following timetable to be adopted:

Month	Key milestone
2nd September	Ballot papers issued
30th September	Last date by which ballot papers need to be returned
1st October	Result announced
From November	BID begins to be formed – subject to a positive vote

The group developing the proposals

The plans are being taken forwards by a group of local businesses, which include the following:

Organisation	Name
Castles Home Hardware	Nicky Watson
Christchurch Chamber	Andy Barfield
Christchurch Library	Jennie Simpson
Christchurch Priory	Ian Penny
Filer Knapper	Lucy Filer
Frettons Solicitors	Lewis Barr
Kimmeridge Fashion	Fiona Herbage
Mathews Shoes	Fran Mathews
Reign Jewellers	Joe Li
Saxon Bar	Lee Price
Studio 56 Hair Salon	Adrian Simmons
The Captains Club Hotel	Tim Lloyd
Waitrose	Pete Brown
Williams Thompson Solicitors	Suzanne Kadziola
Yellow Buses	Simon Newport



Further information

For further information regarding the BID proposals, please contact:

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Please also visit the BID website at www.christchurchbid.co.uk
or follow progress on social media:

 @BidChristchurch  Christchurch BID

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