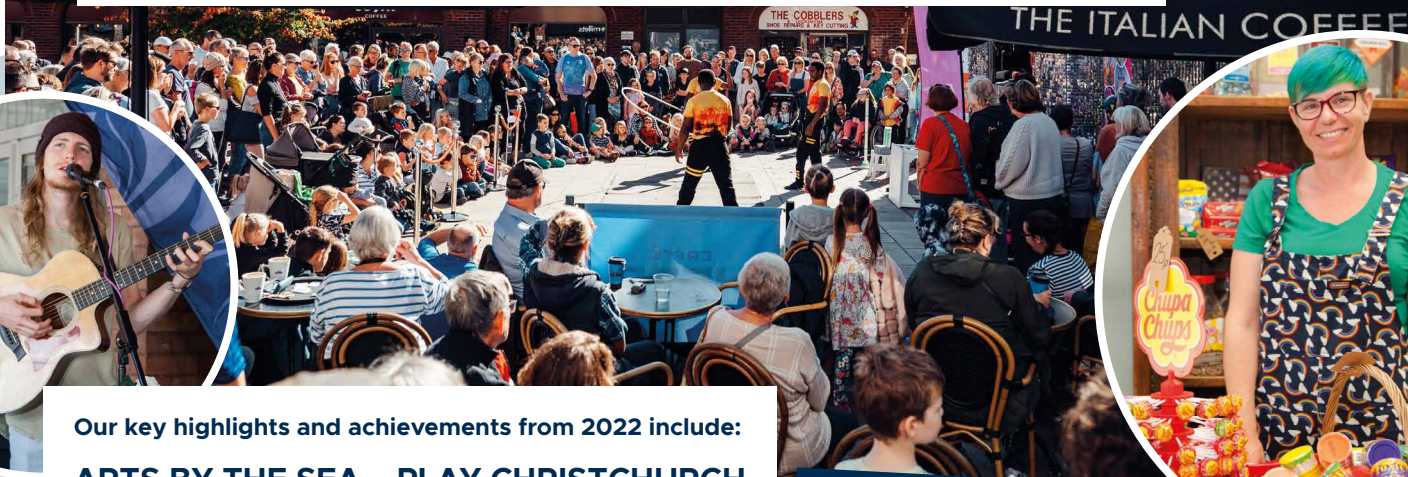


# CHRISTCHURCH BID ANNUAL REVIEW 2021-2022

[www.christchurchbid.co.uk](http://www.christchurchbid.co.uk)



As we celebrate our first year of operation, we want to share some of the accomplishments of our Business Improvement District (BID) with our wonderful business community in Christchurch



Our key highlights and achievements from 2022 include:

## ARTS BY THE SEA – PLAY CHRISTCHURCH

A complete first for Christchurch, the one day spectacular saw **45,190** visitors to Christchurch. Vibrant and unusual acts performed throughout the streets of Christchurch from Bargates to the Skate Park at **Two Riversmeet**. The feedback from visitors who attended the event was hugely positive as well as rave reviews from the businesses. "The town was buzzing all day, brilliant to see Christchurch in such a creative way".

## JUBILEE TEA PARTY

After successfully gaining National Lottery funding, we were able to put on a completely free event to complement the Jubilee celebrations. The half day event was enjoyed by hundreds of children and their families, many of whom, when surveyed, said that they went on to spend additional money on the High Street. Music, circus acts and crafts were organised alongside free healthy lunches for children. Many thanks to **Waitrose, M's Bakery, The Snug,** and **The Old 8 Bells** who partnered with us to deliver these lunches.

## CHRISTMAS & YULETIDE

Despite the rain and roadworks, the Christmas Yuletide parade event generated a **53,920** visitor footfall for the town. There was lots of great feedback from the public around providing a community event that was an alternative to Santa Claus – the only one of its kind in the conurbation.

## IMPROVING OUR SECURITY AND POLICING IN THE TOWN

We have facilitated good working relationships this year with the **Dorset Police** and the **ASB Team** at **BCP Council**. We continue to hold regular meetings between businesses experiencing high levels of theft and the ASB Team. As a result of our involvement and direct campaigning for more assistance, BCP Council have increased security cover and installed CCTV cameras in the underpass.

- £7K generated through National Lottery funding
- Invested £7K in floral hanging baskets from Bargates to Bridge Street
- Supporting local businesses through roadworks, lobbying utility companies, and BCP Council
- Over £30K invested in Christmas events, advertising, additional lighting and decorations
- £3K invested in dedicated social media support to help promote all that BID levy businesses have to offer
- Investment of £3K in LoyalFree promotional app
- Over 10 positive press pieces highlighting the town in regional newspapers and online news sites
- Since 2021, we have had 5 shop trails that have helped customers and visitors to discover businesses across the whole levy area
- £5K invested in street entertainment
- Free Christchurch Food Festival stall over 4 days offered to levy businesses
- Wayfinding totems and Blue Plaques in conjunction with BCP Council

## CHRISTCHURCH BUSINESS AWARDS

Now in its second year, the BID has helped implement the Christchurch Business Awards. The Awards have successfully created a greater profile for the town, recognised wonderful local entrepreneurs, as well as boosting the confidence of all who are nominated. 2022 winners included **Pro2col** – Independent

Business of the Year, **Williams Thompson Solicitors** – Professional Service Provider of the Year, **The Thomas Tripp** – Pub and Entertainment Venue of the Year, **Mad 4 Dance** – Health, Beauty and Fitness Business as well as Overall Winner.



## ACCOUNTS SUMMARY

(for the year to 31 October 2022)

### INCOME

BID Levy	£118,500
Government grants	£77,300
National Lottery grant	£6,900
<b>Total income</b>	<b>£202,700</b>

### EXPENDITURE

Enhanced projects	£18,400
Animated	£62,600
Promoted	£19,000
Supported	£12,200
Other costs	£29,121
<b>Total expenditure</b>	<b>£141,321</b>
Surplus for future projects	£61,379

Looking ahead to 2023, we have exciting plans to build on the successes of 2022 and continue our mission to make our community a thriving and vibrant place to live, work and do business. We will continue to support and promote our levy payers and drive footfall into Christchurch.

We will always continue to work alongside our local businesses and property owners to ensure that our community continues to grow and prosper.

Christchurch BID (Business Improvement District) is a business-led company whose sole purpose is to improve the BID commercial area – in our case, Bargates, the High Street, Bridge Street, Castle Street, Church Street, Wick Lane, Quay Road, Millhams Street, Ducking Stool Lane, Fountain Roundabout, Saxon Square.

Funded by businesses, for the benefit of those businesses, the BID enables us to coordinate investment into our area and delivers projects and services which are in addition to those already provided by the Council.

We are a not-for-profit company, created for a five-year term from November 2021. All businesses in the BID area are legally required to pay the BID levy. We ask that you pay yours now so that we can continue with our work making Christchurch a better place.



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