



CHRIST CHURCH BID

ACHIEVEMENTS
NEWSLETTER 2025

CHRISTCHURCH BID

BETTER TOGETHER

When Christchurch BID launched shortly after the COVID-19 pandemic, the future felt uncertain. Yet, over the past few years, thanks to a passionate Board of Directors and a dedicated Management team, we've been actively supporting, promoting, and enhancing our town.

Targeted investment, business-driven planning, and strong partnerships, have

been instrumental to creating a cleaner, safer, and more vibrant Christchurch, for businesses, residents, and visitors alike.

This newsletter outlines what we've achieved so far and what lies ahead. We wish to thank you for your continued support, we're proud of what we've built together and excited about what we can still accomplish.



COLLABORATION AT THE CORE

At the heart of everything we do is partnership. During our inception in 2021 and amidst the COVID-19 pandemic, we supported our local business community, sharing updates, and securing grant funding to help the progression back to a new normal. The challenges haven't disappeared, but neither has our resilience.

We've learned that shaping the future together ensures everyone's needs are

heard. Christchurch BID is here to represent your voice and your ambitions.

There's a lot at stake. As we look to the future, one thing remains clear: **we are better together.**

Please take a moment to read this update and share your views by completing our survey at:
surveymonkey.com/r/ChristchurchBIDSurvey2025
or by scanning the QR code below.



Together, we can build a brighter future for Christchurch.

“

Chris Guest, Christchurch BID Chair:

“Now is the time to share your views about Christchurch. I believe that collective investment in our town will continue to help ensure its future prosperity and maintain Christchurch as an attractive area of cultural beauty where people can be proud to live, work, and visit. The BID's work is delivering real, tangible benefits to all businesses in Christchurch. Whether you're a bustling high street shop that sees a surge in footfall during the Food Fest Local weekend, or a company that relies on local services like accountants or solicitors for HR advice, the positive ripple effect is apparent. When one business thrives, it contributes to the prosperity of the whole community – creating a stronger, more vibrant Christchurch for everyone.”

“

Tim Lloyd, Captains Club MD and Christchurch BID Director:

“I have been involved in the BID since its inception back in 2021, where we faced the biggest challenge, COVID-19! We found it critical to come together, pool our resources, and help one another. I believe that we are stronger together when we shop, live, and spend locally. This is an opportunity to build on the good work that has been started for the combined benefit of the town.”

WHAT WE'VE ACHIEVED SO FAR...

We may be small compared to most BIDs, however, we are mighty and by the end of our first term, Christchurch BID will have invested over **£500,000** into support, enhancement and promotion initiatives.

Our support during post COVID proved the power of partnership, and we've since developed strong ongoing services and projects, many of which can only continue if the BID is renewed.

OUR WORK FALLS UNDER 4 KEY THEMES

ENHANCED

- Secured grant and legacy funding to upgrade **planters** and install new **lamppost banners**.
- Installed, subsidised, and organised hanging floral displays since 2023, circa 65 **hanging baskets** each year.
- Organised the **BIG Spring Clean** and supported the launch of **Heritage Trails** with community partners.
- Improved town appearance with **annual bunting installation** and organised additional cleaning, and weeding, sustaining the town's attractiveness.

ANIMATED

We've supported and/or delivered a wide range of events:

- **Festivals & Events:** Food Fest Local 2024 & 2025, Yuletide Light Switch-On, Fringe Festival, Carols in the Square, Arts by the Sea, and Julia's House Tail Trail.
- **Seasonal Activities:** Summer Shop Trails, Easter Golden Egg Hunt, Christmas Elf Hunt, Wreath Competition and the Annual Pancake Race.
- **Community Celebrations:** Jubilee 2022 & Coronation of Charles III
- We have sponsored major events helping to bring Stompin' on the Quomps, Christchurch Carnival, Park Yoga, and Inside Out Dorset (Sept 2025) to Christchurch.

This is all backed by full social media promotional campaigns to increase town centre footfall and dwell time by visitors.

PROMOTED

- Seasonal What's On guides delivered to 10,000 BH postcode homes.
- Secured Bus Stop Advertising for Christchurch BID to display the Towns events.
- Good news press releases in print and online media.
- Regular columns in *Christchurch Eye*, *Chamber Chat*, and Town Council newsletters.
- Destination Marketing for Christchurch including digital campaigns to promote the town and increase reach.
- Consistent levy business marketing with **3+ posts per week** across Facebook & Instagram (3,000+ followers).
- Direct engagement with levy payers to amplify your content.

SUPPORTED

- BID briefings for levy businesses to network, discover and give feedback to Christchurch BID Management team and voluntary Directors at regular intervals.
- Monthly e-newsletter with updates, successes, and event info.
- Free opt-in Christchurch Chamber Membership for all businesses.
- Lobbying local councils on behalf of levy paying businesses.
- Developing cost-saving initiatives on utilities like water and electricity.
- Attend and participate in external stakeholder meetings, including Destination Management Board and Dorset Safer Business Partnership to ensure the 'Voice' of Christchurch is heard.
- FREE online training for all businesses, their employees and volunteers.
- Secured the **additional grant funding** for Christchurch.

“

As an independent business owner, I can see that Town centres are changing every day, as consumer spending and the rise of internet trading challenge us. I can see that the value of having an attractive, safe and inviting town can only benefit the businesses that continue to trade successfully. Food Fest Local, along with other events like the Christchurch Carnival, increase footfall and leaves a positive impression that Christchurch is a fabulous place to visit.

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*Fi Herbage,
Proprietor at Kimmeridge and Christchurch BID Director*





What is a BID (Business Improvement District)?

A BID is a defined area where businesses invest in improvements beyond those provided by local authorities. Each business located in the designated BID area, pays a small percentage of their business rateable value to a collective pot administered by the BID Managers and overseen by the levy-paying volunteer Board of Directors.

A BID is voted on by all eligible businesses, and if a majority votes “Yes” (by number and by rateable

value), the BID is established for up to five years.

The revenue generated is ringfenced and reinvested back into the BID area inline with the 5 year business plan. BIDs operate under legislation and are carefully regulated. There are over 340 BIDs across the UK, including neighbouring ones like Poole BID, Bournemouth Town Centre BID, and Bournemouth Coastal BID, also extending out to the New Forest BID, Wimborne BID, Southampton BID etc.

About Christchurch BID

Christchurch BID is an independent, not-for-profit company managed by a voluntary Board of Directors representing local levy-paying businesses. Any levy payer can apply to become a member. All Board members serve without remuneration.

Christchurch BID enhance, animate, promote and support businesses in our area with events, grant applications, managing improvement projects. We also support businesses with collective utility discounts, free online training and free membership to Christchurch Chamber of Commerce.

“

I joined Christchurch BID in August 2024 as I wanted to see how my investment in the BID was being used. I didn't know much about BIDs; however, I now understand that without them, our community's standards could decline. We have a dedicated management team and committed (levy-paying) Directors who are actively shaping our town's future. I can see change is being made each day, and this can only lead to a better Christchurch for everyone.

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*Dave Burns,
Proprietor at Thomas Tripp
and Christchurch BID Director*

Investing in Your Business

This document reflects on our progress in our first term and welcomes your ideas to help shape our future term together. Maintaining Christchurch BID means an investment of more than **£500,000** into Christchurch over the next five year term. Preserving footfall, sales, and cost-saving initiatives, while helping our town thrive.

Voting: Have Your Say

If you pay the BID levy, you are eligible to vote. A majority “Yes” vote (by number and rateable value) will renew the BID for another five years, making the levy mandatory for all eligible businesses in the area.

What Happens if the BID Doesn't Continue?

If the vote is “No,” Christchurch BID will end in **November 2026**. All current services, projects, marketing, events, and funding enhancements will come to an immediate stop.





Help Shape the Next Five Years



Christchurch BID is preparing for its second term ballot in June 2026, and we want to grow as a standout destination. But we need your input:

- What's working well?
- What could be improved?
- What new ideas should we explore?

Your feedback will directly shape the next BID Business Plan. Please complete our survey at: surveymonkey.com/r/ChristchurchBIDSurvey2025 or scan the QR code.



Together, we can build
a brighter future for Christchurch.

Thank you for your support & time. If you would like further information or have any queries, please contact:

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