



CHRISTCHURCH BID

2025 SURVEY RESULTS

YOUR BID, YOUR BUSINESS, YOUR CHRISTCHURCH

Christchurch BID is preparing for its second term ballot in June 2026, and we want to continue to invest in Christchurch. To support our campaign, we carried out a levy area wide feasibility study by means of an independent survey. We distributed a newsletter and held levy engagement meetings on several dates from July 2025 to November 2025.

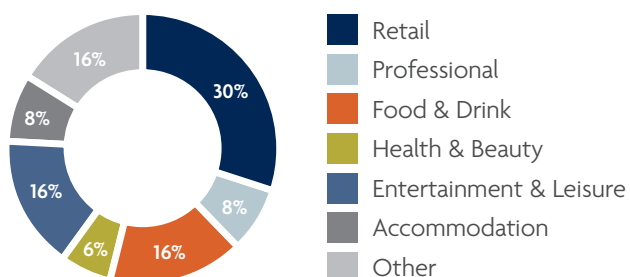
This was to ask:

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

We have collated the survey results and your feedback will directly shape the next term BID Business Plan.

Who took part

Percentage of replies by sector:



Of these were:



Of all responses 50% have been in business for more than 10 years.

What you said

From the services currently provided by Christchurch BID you said the following were the most and least important to your business:

ENHANCED

Most important

Floral Display, Vacant Shops, Enhanced Cleaning

Least important

Lamppost Banners and Bunting

ANIMATED

Most important

Food Fest & Christmas Lights Switch On and Carols in the Square

Least important

Summer Street Entertainment and Shop Trails

PROMOTED

Most important

Social Media Promotion, Seasonal What's On Promotion

Least important

External Media Columns, Visitor Trails, Contributions to Destination Marketing Website

SUPPORTED

Most important

Grant Funding

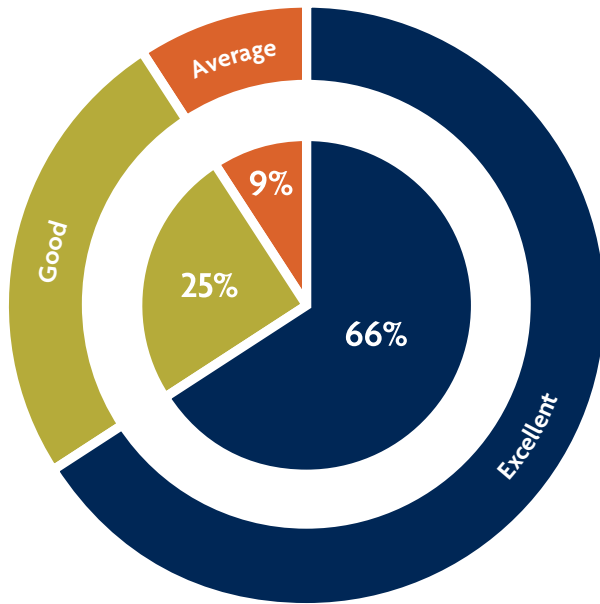
Least important

BID Networking, BID Training, Utility Discounts



90% of responses felt Christchurch BID provides 'Value for Money'.

BID performance



Your business's top challenges:



Parking



Increasing Overheads



Roadworks



Retaining and Attracting Quality Businesses to the Town



Shoplifting



83% of businesses say they would vote 'Yes' for a Christchurch BID new five term.



General comments:

- The BID managers are excellent ambassadors for Christchurch
- BID are too focused on High Street

Concerned about:

- Local Authority cutbacks in services
- Upcoming changes to Business Rates system
- Inflationary Increases

In conclusion

Following extensive research coupled with achievable outcomes, the focus for the second term business plan should ensure that Christchurch BID builds upon existing projects and services to deliver value for every BID ratepayer across all sectors.

What happens next

The BID will continue delivering fantastic events including Food Fest Local 2026 for the remainder of our current term, ending on 31st October 2026.

Launch a brand new Town Centre Improvement Grant funded project for all ratepayers regardless of sector or area.

Further ratepayer meetings, to learn about the new BID plan.

Deliver the BID new term Business Plan to ratepayers in all areas and sectors across the levy area.

BID Business Plan engagement meetings

BID Ballot



Spring 2026

Summer 2026



Business Plan Launch and Distribution



www.christchurchbid.co.uk | hello@christchurchbid.co.uk

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