

CHRISTCHURCH BID ANNUAL REVIEW

www.christchurchbid.co.uk

2025 –
2026



2025 was the fourth year of Christchurch Business Improvement District being in place in the town centre with more successful projects being implemented and delivered. The projects we have invested in continue to showcase Christchurch and help to promote and support our local businesses.



OUR KEY HIGHLIGHTS AND ACHIEVEMENTS IN 2025/2026:

- £7K increased planting throughout the town adding colour and vibrancy to our beautiful space
- £10k invested in social media videos and campaigns to shout loud about Christchurch and its local businesses
- £10K invested in continuing to offer Food Fest Local on the High Street
- £4K invested in crime reduction strategies including the latest UKPAC app
- £200 invested in Christchurch Business Awards Sponsorship- celebrating and promoting our local business community
- Over £4K invested in destination marketing for the town
- Fruition of Towns Centre Improvement fund projects – pedestal replacement/ summer planting, lamppost banner installation and further projects to come soon!
- £8K invested in Christmas promotion with 15K leaflets dropped to residents across the local area, shouting loud about Christmas in Christchurch

Our key highlights from the year include:

ANIMATED

This year's events were as popular as ever with the return of the hugely popular **Food Fest Local** on the High Street, exhibiting our local businesses amazing food and drink offerings alongside wonderful traders with delicious morsels to enjoy all weekend. Families were able to relax in Saxon Square whilst children enjoyed the pick up and play circus. With entertainment across the weekend, it was another successful event on the Christchurch calendar.

We sponsored the popular **Christchurch Carnival**, supporting the team to continue to grow the event and offer fireworks – the only free fireworks event in town!

December saw the return of our second **Carols in the Square** event with a large turn out from the local community to enjoy the live music and sing-a-long with us, a real festive feel for all!

PROMOTED

This year we focused on promoting Christchurch and all our town has to offer. We focused on a town promotion video which was screened at **The Regent Cinema** before all film showings. It can also be seen on our website and the **visit-christchurch tourism website**. Our social media campaigns reached more people and helped to highlight businesses in the town, alongside promoting the entire summer schedule of events.

We produced our first ever **Whats On Summer** digital and print media campaign which was distributed to local businesses and promoted online. We sponsored the transfer of the Visit Christchurch tourism website to Christchurch Town Council allowing for local control of promotion of the town.

Our promotional campaigns continued with our second **What's on at Christmas in Christchurch** fold out leaflet which was distributed to **15,000** local homes ensuring residents knew of all the wonderful festivities throughout the town organised by both the BID and other levy paying organisations across the Christmas period.

We successfully partnered with local printed publications like **Christchurch Eye**, contributing monthly columns to keep our community informed about BID levy businesses and local business highlights.

Our Management Team continued to participate in regular meetings with key organisations including **Christchurch Town Council, BCP Council, the Destination Management Board, Dorset Safer Business Partnership, Pub Watch** and the **Bargates Community Group**. These meetings allow us to amplify the voice of our business community and, as a local BID, to promote initiatives that benefit your business, ensuring our collective voice is represented.

SUPPORTED

The BID continues to invest in free opt-in membership of the **Christchurch & District Chamber of Trade and Commerce**, available to all levy payers. Being a member of the Chamber allows businesses to take advantage of networking opportunities and training events alongside tapping into a wealth of business knowledge and experience.

The BID hosted several levy payer engagement events at wonderful venues across Christchurch to showcase the work we have carried out across the town over the past twelve months and allow businesses to come and find out more about ongoing BID projects. The events were well attended and feedback positive about the work of the BID across the town.

Christchurch BID has invested in the latest **crime reporting app** enabling businesses to sign up to report antisocial behaviour and crimes they experience or witness. Sign up is free for the first twelve months so please do make use of the opportunity to experience the app for free by visiting www.uk-pac.com or emailing louise@christchurchbid.co.uk for more information. The more we report, the more funding is allocating allocated to making Christchurch a safe place to work, live and visit.

We have again sponsored the **Christchurch Business Awards** helping raise the profile and recognition of the amazing entrepreneurship of our local business community. Last year's winners included **Mathews Shows, Pro2col, Christchurch Foot Clinic, Healthy Hearing, Studio Arkell, Mad4Dance, Matisse Beauty Clinic** and **MAW**.

ENHANCED

Notable beautification efforts in the summer of 2025 included upgrading the tiered planters to larger, more prominent planting pedestals to provide an impactful bloom of colour throughout the town.

The BID successfully secured a grant of **£58,000** from the Town Centres Improvement Fund, which was invested in several projects to further enhance Christchurch as a great place to visit, work and live. Part of this funding was used

ACCOUNTS SUMMARY 2025-2026

INCOME

BID Levy	£115,340.23
Government Grants	£49,142.37
Other income	£22,603.72
Total income	£187,086.32

EXPENDITURE

Enhanced	£56,131.25
Animated	£45,513.35
Promoted	£13,967.31
Supported	£37,431.46
Central costs	£45,235.86
Total expenditure	£198,279.23

The variance between income and expenditure is taken from the previous year's surplus.

The figures above come from our management accounts and will be refined and subsequently published in the annual accounts.

to complete the flower pedestal upgrade and ensure that the summer planting from 2025 and onwards continues to be glorious. We invested in colourful lamppost banners to brighten up Bargates and tie the area into the town centre with a consistent colour scheme across the town.

We again invested in colourful summer bunting to line the town centre which really lifted the town and gave a truly summer vibrant feel.

There are more grant funded projects launching in 2026 – watch this space and ensure that you subscribe to our monthly newsletter to find out more!



LOOKING FORWARD TO 2026

Spring and Summer As our first BID term ends in 2026, we can only plan as far ahead as 31st October. This Summer the town will again come alive with beautiful floral planting, summer bunting, and banners. **Food Fest Local** on the High Street, and a new event in the calendar, the very popular **Distinguished Gentleman's Ride** will be stopping in Christchurch on the afternoon of the 17th May. Up to 1000 motorbikes will pull into the High Street to raise funds for charity – it will be quite the spectacle so cameras

at the ready! Our summer what's on promotional campaign will have been delivered to over 12,000 homes alongside our continuing social media marketing campaigns showcasing all that Christchurch has to offer.

We will build on our achievements and continue to support you, our local businesses, as well as fostering a vibrant and thriving Christchurch community. We look forward to another successful year in 2026!

We will continue to build on the successes of 2025, working with our levy payers to help Christchurch thrive. The BID will continue its mission to make our community a vibrant place to live, work and do business.

We will continue to support and promote our levy payers and focus on driving footfall into the town, increasing dwell-time of visitors and ensuring that Christchurch businesses are firmly on the map and supported in the wider conurbation plans.

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, Pound Lane and 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 additional to those already provided by the Council. We are a not-for-profit company, created for a five-year term from November 2021 and overseen by a board of volunteer Directors.

Christchurch BID Management Team:

Louise Berkhauser & Ellie Howes
hello@christchurchbid.co.uk
www.christchurchbid.co.uk





CHRISTCHURCH BID NEW TERM

Louise Berkhauer and **Ellie Howes**, are the Joint Operations Managers for Christchurch Business Improvement District (BID). Louise and Ellie share the position of Operations Manager and contribute different strengths that pair together seamlessly.

With a shared passion for enhancing Christchurch's vibrancy and economic vitality, they work collaboratively to implement initiatives that support local businesses and foster community engagement.

Louise Berkhauer brings a wealth of experience in operations & event management to drive impactful projects. With a keen eye for detail and a strategic approach, Louise is dedicated to ensuring that our initiatives elevate business success.

Ellie Howes combines her expertise in marketing and stakeholder engagement to drive collaboration within the business community. Known for her creative thinking and communication skills, Ellie is committed to cultivating lasting relationships with local business owners and community members.

Louise and Ellie are your main BID contacts.

Christchurch BID Second Term

The first term of Christchurch BID ends on **31 October 2026** and the BID now requires a **new** term ballot in order to continue to provide its services, projects and events.

We have invested a significant amount of time, expertise and investment to establish the BID over the past five years, and learnt how to create a meaningful impact in the town. Much of our first term has been about building capability, forming partnerships and understanding what works for Christchurch, and that work is now paying off.

Ellie & Louise will be delivering our Business Proposal for the BID's second term to each ratepayer by **21 May 2026**. All eligible hereditaments in the BID area are entitled to vote. In June, each ratepayer will receive ballot papers from the ballot provider, which will be delivered to the hereditament address.

BALLOT PAPERS ISSUED by 4 June 2026

BALLOT CLOSES on 2 July 2026 at 5pm

BALLOT DECLARATION: 3 July 2026

Proxy voting can be arranged for those who require it, please send an email or a letter (we can only accept business emails and letters on company headed paper) to the contact details for Christchurch BID below.

A positive **YES** vote in the ballot will see Christchurch BID continue to operate for five years from **1 November 2026 until 31 October 2031**. A **NO** vote will see all BID activity cease at the end of **October 2026**.

ELLIE HOWES

Christchurch BID,
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Christchurch BH23 1EF

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BUSINESS IMPROVEMENTS DISTRICTS (BIDs) EXPLAINED

A **BID** invests in a designated area, providing additional services beyond the baseline work of the local council authorities.

Each hereditament located in the designated BID area, pays a small percentage of their business rateable value to a collective fund administered by the BID Operations Managers and overseen by the levy-paying volunteer Board of Directors.

A BID is voted on by all eligible hereditaments, and if a majority votes **YES** (by both number and by rateable value), the BID is established for up to five years.

The revenue generated is entirely devoted to investment into the designated BID area. The collective funds are carefully monitored and strictly regulated.

There are over **300 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 and Southampton BID.

Christchurch BID focus on numerous projects, events and initiatives including:

- Promoting Christchurch as a destination to wide audience in the BCP area and beyond
- Creation of impactful events such as Food Fest Local and Carols in the Square
- Planting and maintaining seasonal flowers in the 3-tiered pedestals and hanging baskets
- Installation of annual bunting and colourful lamppost banners
- Access to grant funding (which is inaccessible to local councils and community groups)
- Christchurch-focused representation when liaising with local councils, police, and other public bodies in multi-stakeholder meetings
- Business access to training and free Christchurch & District Chamber membership
- Dedicated social media coverage

It is the investment from your business that powers the Christchurch BID projects, events and initiatives.

