

2023 WITH BANBURY BID

This year has been a remarkable one for us, filled with numerous events and successes. We started the year on a high note by winning the ballot to continue the BID, a testament to the trust and confidence placed in us by yourselves.

Our Easter trail was a resounding success, involving 10 primary schools and attracting over 500 entries. This event brought potential customers into Banbury town centre, boosting local businesses and fostering community spirit. The same model has been adopted for our Reindeer Trail that is currently active.

Our town maps initiative, sponsored by The New Foscote Hospital, has been a hit with over 30,000 in circulation since May 2023. We also hosted networking events for businesses, providing a platform for entrepreneurs to connect and engage with local speakers.

Our partnership with Chiltern Railways has been fruitful, enabling locals to showcase their photos of Banbury at the railway station. Chiltern also sponsored a creative initiative to reimagine a derelict site in the town.

We have provided local residents and businesses with the opportunity to advertise in the former Moss Bros windows. Our 'What's On' guides have been well received, with over 30,000 flyers circulated this year. The Food and Drink guide, with a first print run of 20,000, has been distributed to local homes, promoting local eateries and places to enjoy.

Our Halloween trail attracted over 400 entries, bringing additional visitors and customers to local businesses. The Dusk Busk, our first music event, was a success, with positive feedback from local pubs. We also distributed goodie bags to over 200 visitors at the Victorian Christmas market, further promoting local businesses.

Our support for The Katharine House Hospice tractor run will be a highlight, offering to distribute business

offers and info and provide steward support. We have also supported the road closure for the tractor run, increasing footfall and potential customers for the night-time economy.

Our social media engagement has skyrocketed this year, with a 499% increase in engagement and a new reach of over 166k. Our fortnightly newsletters have been a reliable source of information yourself and other businesses. We have also updated and merged the previous Experience Banbury website, making it more user-friendly and informative.

We have acted as a voice for businesses and a facilitator with the councils to support the 2050 vision and the Oxfordshire Place Narrative. We have also been the connector for businesses to link with the police, the councils and reported any activity brought to our attention.

This December, we are also excited to celebrate 24 unique window displays as part of our advent windows

social media campaign. Each participating window will proudly display a special sticker, and shoppers will have the opportunity to vote for their favourite. This initiative not only adds a festive touch to our town centre but also encourages community engagement and supports local businesses.

We are thrilled to announce that our annual Lantern Parade will take place on the 9th of December. This year, we have hosted workshops with over 400 children who have crafted beautiful lanterns for the parade. This event is a wonderful opportunity to bring the community together and light up the town with creativity and festive spirit.

To make the evening even more enjoyable, Roma Coffee House, The Coffee Guys, and Tess' Brilliant Bakes will be serving delicious hot chocolates to keep you warm. So, come along and join us in this magical event. Let's illuminate the streets of Banbury together and celebrate the festive season in style. We look forward to seeing you there!

In conclusion, this year has been filled with numerous successes and achievements. We look forward to continuing and improving our work in the coming year, fostering a vibrant and thriving Banbury town centre.

I would also like to take this opportunity to extend my heartfelt thanks to our Board Directors – Ken, Ian, Vicki, and Jesse. Their guidance, support, and dedication have been instrumental in our achievements this year, if you are interested in directorship, please contact Jasmine.

I also want to express my gratitude to our invaluable team members – Kelly, Ollie, and Karl. Their hard work, commitment, and passion have been the driving force behind our successful initiatives. Without them, we wouldn't have been able to deliver the work we have this year. Their contributions have truly made a difference in our community and for that, we are immensely grateful.



The result of Lantern workshops for the annual parade

I would also like to express my deepest gratitude to all our businesses, stakeholders, and sponsors. Your support and collaboration have been invaluable in making this year a success. I am truly grateful for your trust and confidence in us as a team.

As we look forward to the new year, we are excited about the opportunities and challenges that lie ahead. We remain committed to our mission of fostering a vibrant and thriving Banbury town centre.

I wish you all a wonderful winter. May the season bring you joy, peace, and prosperity. Thank you once again for your unwavering support.

Merry Christmas,

Jasmine and the BID Team



Easter Trail



Partnership with Chiltern Railways



A selection of the marketing material from this year



Septembers 'Dusk Busk' event



'Coffee and Cake' Networking mornings with banbury BID



Elyse Blackshaw Workshops

HOW TO GET INVOLVED

BUSINESSES WITHIN THE BID AREA

If your business is located within the BID area but you are not a default BID member, we invite you to consider becoming an associate member. The cost is just £100 per year. As an associate member, you will have access to all the benefits and opportunities that come with being part of the BID, including participation in our events, initiatives, and promotional campaigns. This is a great opportunity to contribute to the growth and vibrancy of our town centre while also benefiting from increased visibility and customer engagement. If you're interested or have any questions, please don't hesitate to get in touch. We look forward to welcoming you to our BID community.

IF YOUR BUSINESS IS OUTSIDE THE TOWN CENTRE

If you're a non-BID business and you're looking to support your community while increasing potential customers, we invite you to participate in our Golden Ticket campaign 2023.

During the twelve days of Christmas, from 26th December to 6th January, we will be hiding golden tickets in town centre businesses for shoppers to find. Each golden ticket can be exchanged for a gift that has been purchased from another town centre business. We are seeking financial support from local businesses outside the town centre, with contributions ranging from £100 to £500. With the support of just 50 businesses, we could inject up to £25,000 into the town centre. This figure could potentially double when these visitors become customers.

In return for your support, we will promote your business and feature your logos across all media platforms and on the golden tickets themselves. This is a fantastic opportunity to showcase how your business supports the community. Current sponsors include Wild Property, Hayfield Homes, Aston Property Maintenance, Dave Green Painting & Decorating, and Technique Web.

If you're interested in supporting this initiative, please contact Jasmine before 10th December. Let's work together to make this festive season a memorable one for our community and local businesses.

2024 ONWARDS

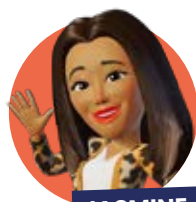
If your business is interested in sponsoring an event or objective next year, we would love to hear from you. Sponsorship is a fantastic way to support the community while also promoting your business. We have a range of sponsorship opportunities available, suitable for businesses of all sizes and budgets.

In addition to financial support, we also welcome volunteers. Volunteering is a rewarding way to give

back to the community and can also provide valuable networking opportunities. Whether you can spare a few hours a week or a few days a year, your time and skills can make a real difference.

Please get in touch if you would like more information about sponsorship or volunteering opportunities. We look forward to working with you to make Banbury town centre an even better place to live, work, and visit.

MEET
THE
TEAM



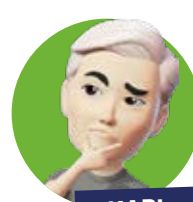
JASMINE



KELLY



OLLIE



KARL



OBIE