

# BUSINESS E-BLAST

Issued: 9th April 2021



Dear Levy Payer,

The Banbury Business Improvement District known as the “Banbury BID” has recruited a new manager to provide a fresh focus and momentum for businesses in Banbury Town.

The “BID” organisation was established in the 1960’s in Canada and the USA. The system allowed local authorities to raise money to support local commerce in a variety of different ways.

The success of the idea resulted in it quickly spreading across the globe. In England and Wales legislation was passed in 2003, it permitted the establishment of Business Improvement Districts and Scotland followed shortly after.

In 2018 Banbury joined the movement and established its own Business Improvement District, which now comprises of 540 levy paying businesses and organisations.

A new manager has been appointed to provide fresh leadership and focus, to build on the successes of the “BID” and to ensure the venture learns and develops from the initial experience, with a continued focus on how best to support businesses and the management board.



Yolanda Fletcher, herself a successful local businesswoman, said of her appointment,

“I am delighted to have been appointed to this position. In the past 9 weeks, I have focused on reviewing the previous “BID” work and business plan, held meetings with Cherwell District Council, Banbury Town Council, and canvassed many other partners and levy payers.

We have developed a marketing and public relation strategy to drive footfall into the town centre, and to create a desirable town environment for visitors.

We are looking forward to this being unveiled at the AGM that starts at 5pm on Thursday 15th of April 2021”.

“I appreciate the good wishes that I have received so far from many of the levy payers, and the patience of those I have yet to meet, and I welcome and value their thoughts, and ideas, for going forward”.

A local woman, Yolanda has spent her adult life working in tourism, destination marketing and public relations. She has experience working with Government offices, tourism offices, worldwide brands, one-man businesses, and small to medium enterprises. Her role in developing the awareness of destinations of all sizes has spanned 30 years.

This new role also has a very personal flavour,

**"The town of Banbury is very important to me, shopping locally, supporting independent businesses and developing sustainable and eco-friendly projects are high on my agenda. I want the "BID" to be meaningful for the levy payers and provide a long-term strategy for the town as a whole".**

The focus will be on working in harness, engaging with the existing businesses, and creating an environment that promotes Banbury as a destination. Increasing footfall into the town, through tourism, and encouraging new businesses, is a vital component of that strategy. She is mindful that many of the achievements of the "BID" have so far gone unnoticed, and therefore communication is another important element in her planning. She believes her drive and determination will result in businesses and the public seeing a marked change in tone and emphasis over the next few months.

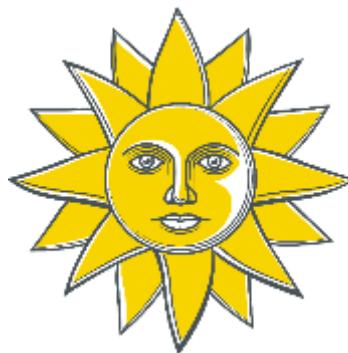
Due to the pandemic many businesses have been closed, so Yolanda and her team are looking forward to re-introducing themselves personally over these next few weeks. To that end one of her initiatives will see the "BID" team walking the town every Friday to meet businesses, share ideas, and listen to concerns.

**As she is fond of saying," If we get it wrong tell me, if we get it right, tell everyone"**

**As our town and businesses reopen and emerge from the restrictions of the last several months she is excited about the future,**

**"I am not an outsider, I am proud of Banbury, I believe that the town and its people deserve more. I would like to take this opportunity of wishing those businesses who are able to open next week, much luck and great success".**

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