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## Banbury Businesses Get New Champion

The Banbury Business Improvement District known as the “BID” has recruited a new manager to provide a fresh focus and momentum for businesses in Banbury Town. Established in the 1960’s in Canada and the US the setting up of the BID system allowed local authorities to raise money to support local commerce in a variety of different ways. The idea quickly spread and exists across the globe. In England and Wales legislation was passed in 2003 to permit the establishment of BIDs with Scotland following shortly after.

Banbury has had its own Business Improvement District launched in 2018 and it comprises of 539 levy paying businesses and organisations.

The new manager Yolanda Fletcher has been recruited to provide fresh leadership and focus and to support the businesses and board of the BID, she said,

**“Like all new organisations, we have had to look at the great work we have done, and the things that have not gone as well as we might have hoped for, and learn from them”**

A local woman, Yolanda has spent her adult life working in tourism, and after a management buyout of the International Marketing and Public Relations company she had worked for, she moved the company headquarters back to Oxfordshire. The company diversified in 2020 from its international focus by forming a domestic arm.

**“My company deals with international US based clients, State Governments and Tourism Boards, but we also deal with one-man businesses and small and medium sized enterprises, I know what it is like to struggle, I want the BID to be meaningful for the stakeholders and to give them the help and assistance I felt lacked when I was building my business”**

The focus will be on working in harness, engaging with the businesses, and creating an environment that promotes Banbury as a destination. Increasing footfall into a destination, through tourism is one of her great skills, and capitalising on the strengths of the Banbury Town will be a priority. She is mindful that many of the achievements of the BID so far have gone unnoticed, but she is determined that with drive and determination both the businesses and the public will see a marked change in tone and emphasis over the next few months.

**“I am not an outsider, I am proud of Banbury, I believe that the town and its people deserve more. That will be driven by the prosperity of its businesses and commerce and the BID has a real role to play in that”**

-ENDS-



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For a full fact sheet, images and supporting material, contact Gary Fletcher at Cellet Marketing & Public Relations Ltd on 07715 596463 or Yolanda Fletcher on 07918 638223 Donations can be made on the donation page <https://bit.ly/feedingcomms>