

# Banbury

**BID** Business  
Improvement  
District

# 2018-2019

ANNUAL REPORT



# 2018-2019

## ANNUAL REPORT

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## WELCOME

Welcome to our annual report for 2018/19, the inaugural year for Banbury BID.

Over the coming pages, we have summarised the key activities and initiatives overseen by our team during the year, and provided some top-line financial information towards the end of this report. We intend to provide similar reports at the end of each financial year moving forward. We hope that you find this document useful as both a showcase and reminder of how your levy payments are being put to good use, for the benefit of the town.



# FOREWORD

With the support of Cherwell District Council, Banbury BID was officially approved by formal ballot in November 2017, to start a 5 year term in April 2018.

Starting from scratch, the shadow BID Board had much work to do to establish the Company and the infrastructure required to run the BID, and to start delivering the many projects outlined in the Business Plan.

## BOARD MEETINGS

The Board met each month during the year. Numerous other meetings were undertaken both internally and externally and a Project Committee was established to enable more detailed planning of projects without interfering with Board meetings.

## PROJECTS

Even before the new BID Manager was in place, the Board felt it important to make immediate progress in the delivery of some of the projects in the Business Plan. Since the Council had made the decision to withdraw the Town Team Co-ordinators on the inception of the BID, Neil Wild and Iain Nicholson were available to undertake work for the BID on a 'consultancy' or 'project' basis. The board approved an initial project called Castle Quay Creative Corner – where 3 empty units in Castle Quay shopping Centre were made available for pop up promotions by businesses from the town centre.

**Toast Design** was commissioned to develop a new web site ( BanburyBiD.com) and also developed an overarching B2C brand strategy under Love Banbury brand. The designs were subsequently incorporated into numerous promotions and advertising, including an Outdoor Cinema event in Market Place and a widely distributed and promoted Winter Booklet.

**The BID Manager** also appointed a marketing consultant to deliver a sustained campaign through social media.

## COMPANY ESTABLISHMENT

- Appointment of a Board and key figures such as Chair (Chris Tymon) and Treasurer (Angharad Orchard) , as well as Observers from CDC, BTC and the Chamber
- Establishment of the Articles and Company registration
- There were a number of formal documents which required completion in conjunction with CDC. These included an Operating Agreement, a Baseline Agreement and Data Sharing Agreement. These were compiled and discussed at length.
- A Loan Agreement was also agreed with CDC, covering the terms of interim funding made available by CDC to enable operations to get underway before Levy income was collected.
- Recruitment of a BID Manager was naturally a high priority and we were able to recruit Kate Nesbitt, starting on 5th March 2018.
- Once in position, the BID Manager undertook recruitment of 2 staff/team members – two town host/'warden' roles (Jo Samways and Nate Wilde).
- The BID Directors and team searched for and established an office at the Mill Arts Centre
- The BID board appointed Eadie Young as Company Accountants and Brethertons Solicitors as legal support.
- Numerous meetings were held with CDC to establish the revenue function, including invoicing and collections, including customer service training and appropriate letters

# ABOUT BID BANBURY

## OUR VISION

To Create a vibrant and prosperous town centre where visitor numbers significantly increase and businesses flourish because of this. Whether people live or work in Banbury or are simply visiting, we want to ensure that they enjoy our town centre, appreciate how much it has to offer and are motivated to linger for longer, spend more while they do and then have the desire to return, often.

## WHAT WE DO

Set up and run by business people for the benefit of local businesses and the town centre community, Banbury Business Improvement District was formed in 2018 after receiving a formal mandate from local businesses to raise the town's profile and bring about positive change over a fixed five year term.

After extensive consultation with local businesses and consumers, our priorities are focused on making sure Banbury Town Centre is:

**BETTER PROMOTED** | **MORE VIBRANT** | **BETTER FOR BUSINESS** | **BETTER FOR VISITORS** | **WORKING FOR YOU!**

## HOW WE ARE FUNDED

Projected to bring in **over £1 million** of additional investment to the town centre over the next 5 years, we are funded by a 1.5% levy on the rateable value of all businesses within the BID area that have a rateable value of £4,700 or more. Voluntary memberships and income generating events add to this.

## WHO WE REPRESENT

Representing retail, office, leisure, hospitality and public sectors, Banbury BID covers over 530 businesses in the town centre including Old Town, the High Street and Castle Quay Shopping Centre.



# A CLOSER LOOK



**BETTER PROMOTED**



**MORE VIBRANT**



**BETTER FOR BUSINESS**



**BETTER FOR VISITORS**



**WORKING FOR YOU!**



## LOVE BANBURY CAMPAIGN

We created a strong brand to promote Banbury and events, designed to work across social media platforms, print and merchandise the new logo and tag lines are simple, bright and eye-catching.



## OPEN AIR CINEMA BANBURY MARKET SQUARE

Two screenings of 'The Greatest Showman' were held in the Market Place on a giant screen erected outside the Castle Quay entrance near Burger King.

We sold VIP seating on our 'Love Banbury' branded deckchairs for £10 including a drink. The 50 VIP seats were sold out at each screening and many more turned up bringing their own seating and a few were happy to sit on the ground! Around 650 people enjoyed our pop-up cinema.

Levy payer businesses ran pop up licensed bars and food stalls selling BBQ and sweets. Visitors were encouraged to tweet with comments displayed on the screen. There was a great atmosphere and the event was warmly welcomed by those who attended. The response on social media was incredibly positive.

The event was promoted on social media, in The Banbury Guardian, [experienceoxfordshire.org](http://experienceoxfordshire.org) and in local parish newsletters.



**“AN ABSOLUTELY FANTASTIC EVENING, HOPING MANY MORE TO COME. WELL DONE TO ALL WHO ORGANISED”**

**-VICKY HALL**



# A CLOSER LOOK



## OLD TOWN PARTY

In August we sponsored the superhero themed Old Town Party and joined in the fun providing free face painting, superhero medals for young superheroes showing off their super powers on our obstacle course and provided a photo booth. And even superheroes need a sit down sometime!



## LOVE HALLOWEEN

### Find Skelley Town Trail (20th -31st October)

To drive footfall to Banbury town centre during the October half-term and increase awareness of local businesses, parents with young children were asked to collect a map with clues and visit participating businesses to help find our friendly skeleton's funny bones.

The trail highlighted 18 local businesses, including a special stop off at Skelley's themed bedroom in Whately Hall Hotel! Children could collect a free balloon twisted creepy crawly on launch day and a free bag of sweets from Sugar Rush on completion. With challenges at every stop, the trail route ran from the bandstand in High Street, up to North Bar, back through the churchyard and White Lion Walk, and on to Church Lane. When entrants handed in their trail sheets they received a bag of SugarRush sweets, and were entered into a draw to win a prize basket filled with goodies donated by levy payer businesses - national and indie - all over town! 86 forms with completed contact details were handed in and entered in our free prize draw to win a hamper full of treats donated by local businesses, although many more took the trail.

We created a stop motion video of Skelley visiting businesses on the trail to generate excitement before the event and encourage people to visit the event page. This activity generated 739 full video views (1,697 total views) and 8 link clicks.

The reception we received from children and businesses was overwhelmingly positive.





### Terror in the Sweet Shop Booking Reading and Signing and Character Creation Workshop

On the Saturday launch of the trail there was also a book reading in El Safina Coffee House on Church Lane by children’s author Lawrence Prestidge featuring segments from his latest works ‘Terror at the Sweet Shop’.

We created free tickets for the event, so we could determine how many people would attend and help the venue manage numbers, around 60 tickets were booked in advance.

All of those that attended the event said they had never visited El Safina before. The Coffee House said they had an above average day for sales during the event period.



### Online Ghost Hunter Quiz and Social Media Promotions

To raise awareness of the activities and the businesses involved, we used social media to drive online engagement.

To do this we shared a mix of content to promote the events we had planned, an online Ghost Hunter Quiz, user generated content and content from levy payer businesses.

Our combined social media efforts from Facebook and Twitter (excludes Instagram due to reporting restrictions) helped us to reach 41,834 people (22,619 Facebook, 19,215 Twitter) by generating 1,965 engagements (1,531 Facebook, 434 Twitter) and promoted 19 different businesses within the town centre. 110 posts/tweets across these two channels were sent during the campaign period, which means we earned an average of 18 engagements and reached 380 people per post/tweet.

The Ghost Hunter Quiz to win a one-night stay at Whately Hall Hotel in an executive room that included breakfast and dinner (donated by the Hotel) generated 727 visits to the competition landing page, 112 entries and 109 leads for the Hotel to use in its future marketing campaigns.



# A CLOSER LOOK

## LOVE WINTER GUIDE

December 2018

“We love our town centre all year round but it’s extra special at this time...” That’s how we started our Love Winter brochure, the first in a series of free guides to highlight the strengths of our town centre and levy payer businesses – this time focusing on gift ideas and our great range of places to eat, drink and be entertained.

Our core BID team and volunteers delivered 2,000 copies of the brochure to nearby villages, town centre offices and visitor hubs, leisure venues and levy payer businesses and organisations. Feedback was really positive!

We also used the brochure to trial ideas we’ll use in future publications including a page of discount vouchers for pubs, shops, salons and wellbeing centres.

Promotion was a big part of our December social media posting including 3 week-long prize draw campaigns with winners presented with £50 worth of vouchers to spend at a Banbury town centre business.



## WINDOWS COMPETITION

47 Levy paying businesses entered our Christmas Window Competition with Banbury Mayor Cllr Hussain picking the winner and two highly commended windows after touring them all. Cllr Hussain said: “It’s a super effort from everyone. I was really impressed. It has added to the festive spirit in Banbury town centre which is wonderful to see and will hopefully encourage people to shop local.”

Winner Books & Ink Bookshop owner, Sam Barnes, says: “I’m over the moon that our window displays have been chosen, particularly as there are so many brilliant ones in the town centre this Christmas – thank you so much. We love bringing extra festive cheer to the old town with our window displays and always have a lot of fun creating them. We’ve had lots of lovely comments from people admiring our ‘book tree’ in particular, and hope it’s inspired some book-filled Christmas stockings.”





## POP-UP SHOPS AND EMPTY WINDOWS PROJECTS

Pop-up shops in Castle Quay  
May 2018

The pop-up shop project is based on one of the priorities Banbury businesses identified in the pre-BID consultation: improving the look of empty units while work continues to let them.

“The Banbury BID Board are extremely happy to see the start of this very exciting project, and we’re grateful to the team at Castle Quay and its owners, Cherwell District Council, for their support in making this work. This project not only opens the doors of some of the town’s empty units, but it allows some of our smaller businesses to showcase their amazing products in a prominent location; this benefits everyone, shoppers, small businesses and Castle Quay. It’s very much the start of this project and I look forward to seeing it grow into the other two units, which we have some exciting plans for!”  
Banbury BID Board Chairman, Chris Tymon

Working with the team at Castle Quay shopping centre, the BID took on three empty units just inside the Market Place entrance.

**The three ‘meanwhile use’ spaces were used for:**

1. A pop-up store ‘The Creative Quarter’ which was shared by existing Banbury town center independent businesses with a ‘creative’ element to their offer opened in May.
2. A base for Banbury & Bicester College to offer help and advice on career pathways and training opportunities. This included diverse offerings including pottery and soccer workshops.
3. A space for local community and local performance-based organisations to showcase their work.



**CREATIVE QUARTER** at Castle Quay



# A CLOSER LOOK



## EMPTY WINDOWS

Thanks to the efforts of local commercial property agents who secured landlord permissions for us, we took on three empty windows in the town centre as part of our work to improve the look of vacant units while efforts continue to get them let.

**“OUR DANCERS LOVE THIS FANTASTIC WAY OF GETTING OUT INTO BANBURY COMMUNITY AND SHOWING EVERYONE WHAT THEY CAN DO, AND THEY LOVE PERFORMING IN CASTLE QUAY. WE HAVE DONE THIS SEVERAL TIMES BEFORE AND THERE HAS ALWAYS BEEN A GOOD RESPONSE”**

-ANJALI DANCE COMPANY DANCE-A-THON

Pop-upster, photographer James Martin, says: “It is wonderful to be a part of this initiative as it has so many wider benefits for the town. Castle Quay benefits from having empty units filled and making that section of the shopping centre look more enticing for shoppers, and the businesses inside the pop-up benefit from being able to showcase their shops to a wider and different audience, who may not even know they exist elsewhere in the town.”





**“ONE OF THE BRILLIANT FEATURES OF OUR TOWN CENTRE IS THE TALENT FOR WINDOW DRESSING AMONG OUR BUSINESSES AND ORGANISATIONS, SO WHAT BETTER WAY TO IMPROVE THE LOOK OF VACANT UNITS THAN TO WORK TOGETHER TO HIGHLIGHT WHAT’S ON OFFER HERE.**

**IMPROVING THE LOOK OF EMPTY UNITS WHILE WORK CONTINUES TO GET THEM LET IS A PRIORITY IN OUR BID BUSINESS PLAN, AND WE WILL CONTINUE TO WORK WITH LANDLORDS AND AGENTS TO SECURE PERMISSION FOR US TO RUN PROJECTS LIKE THIS.”**

**-INTERIM MANAGER FOR BANBURY BID, IAIN NICHOLSON**

The three windows included a building on the High Street, which used to be Clinkards, the right-hand side of what was Moss Bros, and the unit previously occupied by Watermans on Parsons Street before they moved next door. With the help of volunteers who put their window dressing skills to good use, we created attractive displays either featuring individual businesses or showcasing the products of a number of our levy payers. Commenting on the initiative, Chris White from White Commercial, agents for ex-Clinkards, said: “We have already seen an increase in interest for this premises since the BID has been involved – which is great news.”

## **WE HAVE ALSO...**

- Ran Social media campaigns #whereinbanbury and #PopToBanburyA-Z
- Sponsored a floorboard in Banbury Museum’s Pye Gallery on behalf of all BID businesses.
- Town Hosts made sure that any insightful or potentially hazardous items are reported to the relevant authorities.
- Launched a regular series of levy payer newsletters to keep our town centre businesses and organisations up to date on BID projects and initiatives.
- Supported a number of Banbury Town Council’s annual events programme including sponsorship of the music schedule outside The Mill during ‘Music Mix’ and also sponsored ‘Canal Day’.
- Engaged, after an open tender process, a number of Banbury businesses to provide key services including marketing & design, legal, accountancy and social media management.



# 2018-2019 IN REVIEW

Our first year has been a year of the **NEW!**

## NEW RELATIONSHIPS

Meeting levy payer businesses and fostering working relationships with the town council.

## NEW EVENTS

An open air cinema in September provided fun for families and the young at heart. Pop up shops brought new life to empty spaces. And more family fun was had with our Halloween trail.

## NEW PROMOTIONS

Our inaugural Winter Guide to Banbury promoting levy payer businesses.

## NEW WAYS TO KEEP IN CONTACT



FACEBOOK



WEBSITE



NEWSLETTER



# YEAR AHEAD

We have some exciting events planned for the coming year:

## EVENTS TO LOOK FORWARD TO:



**A Solstice Lantern Parade**



**Christmas Events & Post Office**



### WINTER GUIDE

Building on the success of our winter guide, look out for our new summer and our second winter guides.



### IMPROVEMENTS

Initiatives to improve the look and appeal of Banbury town center.



### SOCIAL PRESENCE

Increased social media presence and campaigns.



### SURVEYS

Customer experience survey to find out what we need to do to improve thereby enticing more visitors shoppers to Banbury.

# FINANCIAL REPORT

ANALYSUS OF BID INCOME: (£ EXCL.VAT)	BUDGET
Total BID Levy Payer Income	£211,766
Restricted	£716
Unrestricted	£2000
Subtotal	£214,482
Additional Income - Events & Sponsorships	£357
<b>TOTAL INCOME</b>	<b>£214,839</b>

ANALYSUS OF BID EXPENDITURES: (£ EXCL.VAT)	ACTUAL
Better Promoted - Branding	£3,428
Better Promoted - Marketing and social media campaigns	£14,504.50
Better Promoted - Marketing Assets	£5,227.50
More Vibrant - Halloween	£223
More Vibrant- Open Air Cinema	£7,075.4
More Vibrant - Sponsorship of Music Mix and Canal Day	£2,800
More Vibrant - Old Town Party	£1,090
Better for Visitors - Castle Quay Pop-Up/Empty Window projects	£2,120
Working for You - communications and outreach	£2,109
Working For You - town centre host uniforms	£158.25
Working For You - BID photography	£1,300
<b>TOTAL EXPENDITURE</b>	<b>£40,035.65</b>

ADMIN & MANAGEMENT COSTS	ACTUAL
Admin and Management Costs	£78,881
Operational Costs	£9,258
Professional Fees	£17,092
Bad debts	£3,107
<b>TOTAL EXPENDITURE</b>	<b>£108,338</b>

GRAND TOTAL	ACTUAL
Levy Collection Fees'	£15,000
levy collection grant	£9,000
<b>TOTAL EXPENDITURE INCLUDING ADDITIONAL INCOME</b>	<b>£172,373.65</b>

# STRUCTURE

Banbury BID is a not for profit limited company headed by a board of voluntary directors who meet monthly to provide strategic direction and financial management of the BID.

Representation on the board is available to all levy payers and the allocation of seats is proportionate with the aggregated BID levy contribution from each business sector.

Our Board works closely with our BID manager to provide guidance and support on the execution of BID initiatives and projects. The manager and a small but dedicated part-time staff have responsibility for the operational delivery of such initiatives and projects as dictated by the BID's business plan.





[www.banburybid.com](http://www.banburybid.com)