

Banbury

BID Business
Improvement
District

2019-2020

ANNUAL REPORT



2019-2020

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WELCOME

Welcome to our annual report for 2019/20, the sophomore year for Banbury BID.

Over the coming pages, we are pleased to summarise the key initiatives and activities that we have delivered over the course of the year, as well as some top-line financial information towards the end of this report. We hope that you find this document useful as both a showcase and a reminder of how your levy monies are being spent over the course of the year, for the benefit of Banbury businesses.”



FOREWORD

Our 2019/20 year was the first full year in role for our BID Manager Jo Holland, ably supported by Town Hosts Jo Samways and Nate Wilde.

Banbury BID remain committed to our five pillars, 'Better for Business', 'Better Promoted', 'More Vibrant', 'Better for Visitors' and 'Working for You'. During the summer months, we commissioned market research agency Insight 6, to conduct a survey to establish what consumers in Banbury wanted to see and feel in the town, and to explore the impact of Banbury Gateway Retail Park on the town centre. The main findings were that the town centre would benefit from a greater diversity of retail outlets, cheaper parking and a better outdoor market.

We produced two professionally written town guides for Summer and Winter, showcasing a wide variety of Banbury businesses. Other major projects included the 'Pocketful of Sunshine' in Church Lane and the canopy of umbrellas which decorated Butchers Row.

Encourage families into the town and give children a Christmas memory in Banbury Town Centre 2019 was the year that we started a collaboration with Loyal Free to enable businesses to positively promote themselves to the Banbury and beyond customers.

Directors who generously offer their free time to attend not only our monthly meetings but numerous other activities to help support the BID and the Town Centre. Finally, I wish to thank the BID Businesses and partners for your support and investment in the town, and I look forward to working with you over the coming year when we build on the base we have to deliver our 5 pillars.

D. Clark

Don Clark
Chair, Banbury BID

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!**

BETTER PROMOTED



SUN LOGO

Created for consumer facing branding of Banbury. The idea came from the sun on the Banbury coat of arms creating a link to our heritage while modernising it to look to the future.



BE IN BANBURY

Branding launched in conjunction with our new Sun Logo and branding colors



LOVE SUMMER IN BANBURY GUIDE

Printed and distributed 2,000 copies of Love Summer in Banbury Guide. Highlighting levy payer businesses and selected advertising partners to showcase things to do, buy, see and drink in Banbury.



LITTLE BAGS OF SUNSHINE

Banbury branded recycled canvas bags stocked in a range of retailers in town and used at our outreach events.



BANBURY'S LOYALFREE APP

Launched Banbury's LoyalFree App.



A CLOSER LOOK

MORE VIBRANT



ARTISAN FOOD MARQUEE

Sponsored the Artisan Food Marquee at the Banbury District Show. Our staff were on hand to promote Banbury with our new sun branded items.



LANTERN PARADE

Celebrated the Winter Solstice with a Lantern Parade in conjunction with Castle Quay. Children were invited to free workshops in the shopping centre to make lanterns and the parade was held on the 22nd December.



DANCE BANBURY

Sponsorship of the Music Mix in July and Dance Banbury.

HALLOWEEN IN BANBURY

We arranged for a cast of spooky characters to descend on the market square with fire dancers and candy floss. Unfortunately the weather was against us but we enjoyed an indoor procession through Castle Quay instead.



SANTA'S POST OFFICE

In addition to the Christmas festivities planned by the council, we opened Santa's Post Office in Castle Quay. Children could take part in craft activities and write and post a letter to Santa. About 400 families took part as our town hosts donned their festive costumes.



BETTER FOR BUSINESS



CUSTOMER EXPERIENCE SURVEY

Customer Experience Survey of 1000 visitors to the town centre and the Banbury Gateway Retail Park.



MEERCAT BUSINESS SAVINGS SERVICE

Introduced Meercat business savings service. Initially there was some success with saving BID levy payers money but not enough to continue our contract with them and so it was discontinued at the end of the financial year.

DISCOUNTED PARKING

Negotiated discounted parking offer for Old Town retail workers over Christmas period.



SOCIAL MEDIA ADVICE

Free Social Media advice from Town Hosts on request.

LEVY PAYER EVENT

In February we held a levy payer event to promote our spring clean initiative whilst enjoying a coffee.



A CLOSER LOOK

BETTER FOR BUSINESS



CUSTOMER EXPERIENCE SURVEY

OBJECTIVE:

- To understand customers' perception of Banbury Town Centre
- To gain insight on how customers are using the Town Centre including frequency of visits, dwell time, spend, like, dislikes, communication preference and parking.
- To understand why customers are using Gateway Retail Park, and how this differs to the Town Centre
- To establish preferred communication methods

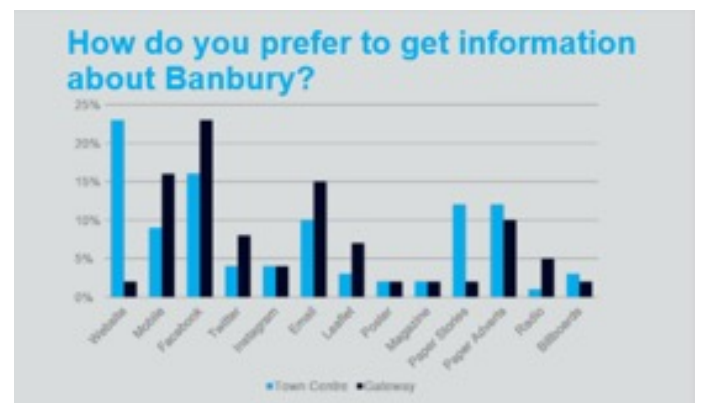
WHAT WE FOUND:

- People visit the town centre more frequently than Gateway but spend less per visit.
- Although Banbury is liked for its friendliness we could do better, the experience being delivered is not creating loyalty
- Although cheaper or free parking was desired by visitors to the town centre only 4 people said that the reason they visited Gateway was parking. It does not look like cheaper or free parking would increase spend.
- The main reason people preferred Gateway over the town centre is the choice of shops
- A Nandos would be a big draw but independent stores are enjoyed by customers also... Let's build on what we've got!

TARGET GROUPS:

Two main target groups were identified:

- Older generation who are in town already but aren't spending and need a compelling reason to spend.
- Sub 40s who are not seeing reasons to go to Banbury town Centre



INITIAL RECOMENDATIONS:

- Develop further events to bring customers to Banbury, with businesses engaged to showcase their products and services to drive future visitors. Target younger customers and those with families
- Support businesses to enhance their offerings
- Communicate culture and leisure more effectively
- Improve parking capacity and experience
- Approach selected businesses to come to Banbury
- Conduct market research with audience not visiting Banbury to understand why

BETTER FOR VISITORS



SUMMER INSTALLATIONS

Summer Installations in Butcher's Row and Church Lane. #BanburyBrollies were featured on ITV Meridian, BBC News Oxfordshire Big Picture website and have been posted on stock photo sites Alamy and Geograph. Suns were hung in Church Lane that were replaced with hearts for Valentine's day.



POCKETFUL OF SUNSHINE

Renovated a disused, litter and graffiti filled alcove in Church Lane with a bright mural and wildflower plantings making the area welcoming to insects, including bees and butterflies, not just to human visitors!



LOYALFREE APP

Created trails for our LoyalFree app including vintage, second hand and eco trails.



A CLOSER LOOK

BETTER FOR VISITORS



SPECIAL PARKING OFFERS

Negotiated special parking offers with the local Council for the Christmas period, including a park and ride scheme operating between Bodicote and the town centre and a weekend shoppers' rate at Banbury railway station.



SIGNAGE AUDIT

Carried out a full audit of the signage dotted around the town centre, with some key recommendations for future improvements.

SHOP AUDIT

Empty shop audit carried out to get an accurate picture of the commercial real estate market in Banbury. Also contact will be made with landlords for permission to create 'meanwhile' windows or to renovate them to a marketable condition.

Banbury Town Centre Empty Shops Audit
 April 2019 (updated with permissions for window use, 14/5/19)



Total No. of units	429
No. vacant on the market	23
No. vacant not on the market	13
No. trading on the market	3
Total "Empty"	39
No. subject to likely redevelopment	10
No. under offer or fitting out	14
% Vacant	9%



Butchers Row

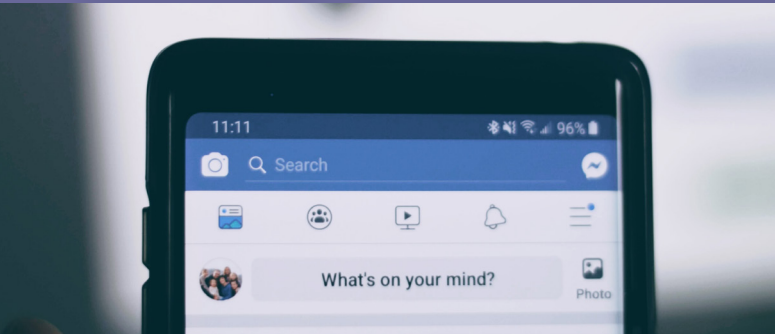


Total No. of units	7
No. vacant on the market	2
No. trading on the market	1
% Vacant	29%

Key:
 Red = empty or available
 Amber = Development pipeline
 Green = under offer or fitting out



WORKING FOR YOU



FACEBOOK GROUP

Introduced a new closed Facebook group for BID levy payer businesses, to improve inter-company communication and promotion.



PUB WATCH

Attendance and support to the night time economy at Pub Watch meetings.

NEW CRM SYSTEM

Introduced a new CRM system to help us keep in contact with you.

POLICE AND COMMUNITY WARDENS

Closer working with Police and Community wardens to improve reporting of anti-social behaviour.



RECYCLING

Recycled the local pound using BID levy payer and local businesses for printing, planting, photography, marketing and creation of town map featured in the Winter guide.

BID SEMINAR

Governance and Management of BID seminar in February.

LEAMINGTON BID

Visit to the successful Leamington BID to see what we could learn.

LEVY PAYER EVENT

In October, a Levy Payer event at the Town Hall to present the findings of our Customer Experience Survey.

2019-2020 IN REVIEW

We have been busy **WORKING FOR YOU** to make **BANBURY**

BETTER PROMOTED
MORE VIBRANT
BETTER FOR BUSINESSES
BETTER FOR VISITORS
WORKING FOR YOU



We added a little bit of Sunshine to our town. Even to the rainy days



We've been busy telling everyone about Banbury levy payer businesses

And behind the scenes we've been busy counting, surveying and auditing:



And we've been helping Santa and his very busy elves



YEAR AHEAD

Building on our key findings from this year's consumer survey, as well as feedback gathered from events and promotions, we have lots of exciting projects planned for the year ahead.

EVENTS TO LOOK FORWARD TO:



SPRING CLEAN BANBURY

in March and April. Litter picking and street cleaning in partnership with Kärcher.



LIVE WINDOWS

May 9th. Live models in windows bring shopping to life.



SUMMER PARADE

June 20th. A carnival style parade for all ages, with samba style bands and workshops. #BanburyFabulous



SUMMER AND WINTER GUIDES

Increased digital promotion and hard copy delivery.



LANTERN PARADE

December 5th. Moved forward following feedback so more families can be involved and better for encouraging Christmas shopping in Banbury. More workshops to take place in schools, Mill, Museum and Castle Quay.

- **New Summer Installations**
- **Audio Trails** to be added to Loyalty Free App
- Cultural offerings promotion in conjunction with Banbury Museum
- **Media Competition** in collaboration with Banbury College
- **Increase engagement** with employers in Banbury
- **Advertise and promote** Banbury in rural areas.
- **Follow up** customer engagement survey

Many more exciting projects to be announced!



FINANCIAL SUMMARY YEAR ENDING 2020

ANALYSIS OF BID INCOME: (£ EXCL.VAT)	
Levy Income 2018-19	£2,750
Levy Income 2019-20	£214,184
Voluntary Contributions	£1,000
Subtotal	£217,934
Event Income	£2,011
TOTAL INCOME	£219,945

EXPENDITURE	ACTUAL
Better Promoted - Loyal Free App including set up costs	£25,000
Better Promoted - Summer guide	£4,667.90
Better Promoted - Winter Guide	£4,864
Better Promoted - Little Bag of Sunshine	£839.38
Better Promoted - Social Media, E-marketing and Campaign	£7,373.50
Better Promoted - Banbury The Sunshine Town Campaign	£750
Better Promoted - Branding	£3,520
More Vibrant - Halloween	£1,319
More Vibrant - Lantern Parade	£300
More Vibrant - Santas Post Office	£7006.28
More Vibrant - Sponsorship - Dance Banbury, Artisan Food Market	£5100
Better for Business - Consultancy for Meercat saving platform	£11,705
Better for Visitors - Customer Experience Survey	£11,300
Better for Visitors - Castle Quay Pop-up	£160
Better for Visitors - Butchers Row Umbrella Installation and Church Lane	£11,306
Better for Visitors - Church Lane Pocketful of Sunshine	£8,901.83
Better for Visitors - Banbury Spring Clean	£276
Working for you - Communications	£4,563
Working for you - Town Centre Host Uniform	£583
TOTAL EXPENDITURE	£109,534.89

ADMIN & MANAGEMENT COSTS	ACTUAL
Admin and Management Costs	£77,319
Operational Costs	£11,238
Professional Fees	£8,105
Bad debts	£2,247
TOTAL EXPENDITURE	£98,909

GRAND TOTAL	ACTUAL
Levy Collection Fees	£15,000
TOTAL EXPENDITURE INCLUDING ADDITIONAL INCOME	£223,443.89

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