

Banbury

BID

Business
Improvement
District

2020-2021

ANNUAL REPORT



2019-2020

ANNUAL REPORT

FOREWORD

03

ABOUT BID BANBURY

04

A CLOSER LOOK

05

2018-2019 IN REVIEW

12

YEAR AHEAD

13

FINANCIAL REPORT

14

STRUCTURE

15

WELCOME

Welcome to our annual report for 2020/21, our third trading year.

Over the coming pages, we have again summarised most of the activities and initiatives overseen by our team during the year, as well as provided some top-line financial information towards the end of this report. We hope that you find this document useful as both a showcase and also a reminder of how your levy payments are being put to good use, for the overall benefit of the town.



FOREWORD

I think it would be fair to say that the year 2020/21 will go down as one of the most challenging in history, thanks to the affect of the Covid-19 pandemic on the country and of course, our town.

It wasn't just the impact that the virus itself had on our friends, relatives and loved ones, but the damaging effect that mandated lockdowns and social distancing restrictions had on many of our businesses. In particular, the firms who were effected most, were those who were unable to quickly pivot their business model, whilst their physical premises were mothballed. What a challenge then for our BID team to be able to give value back to our levy-paying members, when many of them were closed. Indeed, it was a challenge too for our team, so used to being present and visible in the town, to then work from home whilst continuing to support our members and add value.

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

Challenge met.

During the early stages of the initial lockdown, our team spent much of their time telephoning our members, with the aim of supporting their applications for grant funding, as it was made available by our local authority partner. This was sometimes quite a stressful and complex process, but our team worked tirelessly to ensure that anyone entitled to funding, received the lifeline that they so badly needed. To further support some of our independent retailers, we set up a fully-subsidised ecommerce platform via ShopAppy, to enable them to trade successfully online, as well as partnering with a local taxi firm to provide a home delivery service. This service proved to be such a success for one particular member, that ShopAppy featured their Banbury business as part of their national advertising campaign, alongside Visa!

As we looked forward to the town re-opening in the middle of June, all of our members were provided with a free 're-opening pack', containing all of the essential social distancing stickers, tape, POS cards, window transfers and hand-sanitiser that were scarcely available at the time. We also partnered with Banbury cleaning company Karcher to provide some much-belated spring cleaning to the busiest areas of the town centre, whilst earmarking a number of empty retail units for some much needed renovation work later in the year.

As we moved towards the Autumn & Winter, we focused all of our energy into making sure that we ended a really difficult year on a high note. We devised a multi-channel marketing campaign, 'Be in Banbury this Winter', with the aim of driving visitors back into the town, and therefore providing a much needed boost to the local economy. A 36-page, full-colour brochure was hand delivered to over 15,000 homes in villages around Banbury, with all business sectors featured, as well as including some fun winter trails courtesy of our partnership with LoyalFree, and a 'Win £500' to spend in Banbury competition. This was backed up by a large-scale social media campaign, as well as prominent features in local press. Continuing our mission to bring people back into the town, we partnered with Banbury Town Council to run an amazing 'Be Bright in Banbury' winter lights show, which ran from 11th November, right through to the New Year. This was the very first time that a display of this size and scope had been run in Banbury, and it brought a great deal of enjoyment and excitement to visitors, especially as the usual Christmas lights switch on event unfortunately had to be cancelled. The light show also brought additional publicity to the Banbury, as it was featured on the BBC South Today programme, with journalists also interviewing some of the team behind the campaign.

Overall, I am proud that a very challenging year was met with proactivity and positivity, always with the ambition to support our local business members, and to bring prosperity to the town. We are looking forward to returning to some form of normality in 2021 and to being able to deliver many other exciting initiatives to Banbury.

Stuart Moore
Chair, Banbury BID.

S. Moore

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!**

Investment in schemes was limited somewhat due to the pandemic environment. However our major project expense items were on the Christmas Light show which was part funded by Banbury Town Council, COVID return-to-trade packs, the Winter Guide and repairs and maintenance in the town centre.

COVID RESPONSE

As many of our planned initiatives had to be postponed or cancelled, a very different year unfolded.

We pivoted to help our levy payer businesses navigate the lockdowns and openings, grant applications and online trading. We were here to help you through the uncertainty at a very stressful time.

We wanted to find out what assistance would be of most help to our levy payers, so we personally contacted all 500+ businesses either by phone, email or in person, to offer our support.

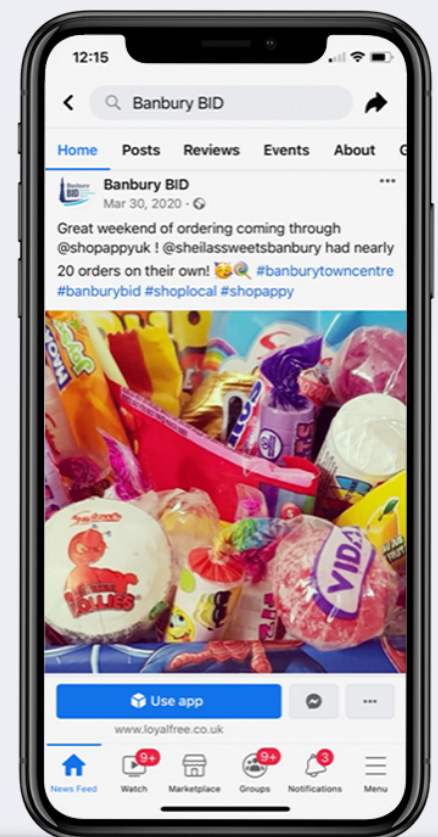
Sometimes we leveraged our relationship with the local authority to help with swiftly processing grant applications, and other times we simply listened and offered our support.

OUR HELP INCLUDED:

We reached out to all levy payer businesses to find out how we could help and to conduct a full Covid-19 Impact Survey, which was fed back to British BIDs and the UK Government

We utilised all of our email newsletter and social channels to keep levy payers fully updated on how to claim grants and funding, and to provide more explanation during this stressful time.”

Launched a fully subsidised e-commerce platform ‘ShopAPPY’ in a matter of days, to help local businesses who didn’t have an online sales platform, to sell their products and services on an established web-based platform. Banbury BID covered all of the costs to establish and run the platform for 12 months and any levy paying business who wished to set up an online shop was helped to get this up and running. We also set up a home delivery service to supplement the online shop, via a local carriage company and we were delighted to see that a number of town centre businesses directly benefitted from this initiative.



A CLOSER LOOK

Worked closely with the Council, our local MP and British BIDs to gather information and to lobby for additional grants and support for businesses that at the start of the pandemic, were ineligible. **#raisethebar**

Our Banbury Inspires campaign championed those businesses in our town centre who refused to be beaten. It showcased how Banbury businesses, large and small, found innovative ways to trade during challenging times.

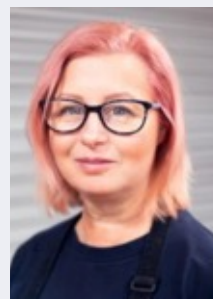


Dave Earle

PERSONAL STORIES

Through a series of personal stories, we shouted about those who stayed positive, evolved and supported the wider community. We wanted to recognise and promote those business owners who were flexing to not only survive but thrive.

From online stores, virtual classes and town centre audio trails to new ways of doing things, find out how Banbury is staying in business.



Lucy Pearson,
Small Business
Owner of Tom's Diner.

Image: Barbara Asboth
Photography



2ND LOCKDOWN DIGITAL HELP CAMPAIGN

Town hosts did a weekly walk round during lockdown to make sure there were no problems while businesses were shuttered. They watered the Little Pocket Of Sunshine planters too!

“BANBURY BID HAS BEEN AMAZING IN SEEKING SOLUTIONS, OFFERING SUPPORT, UNITING SMALL BUSINESSES AND BEING INCREDIBLY CREATIVE DURING LOCKDOWN.”

- LUCY PEARSON

BANBURY INSPIRES

The Banbury Inspires promotion and the ShopAppy App led to The Artery's story being picked up by Visa for its 'Where you shop matters' national advertising campaign.

RE-OPENING GUIDANCE AND PLANNING

We produced over 300 re-opening packs, which were distributed prior to the summer re-opening, to help local business with a basic supply of hand sanitiser, social distancing stickers, floor tape and signage, that were otherwise extremely difficult and expensive to source at this time.



OTHER PROJECTS

SMARTENING UP BANBURY

A little later than planned, we commenced our street cleaning project in conjunction with Karcher. Over the course of a few weeks in July/August, we power cleaned the market square and the pedestrianised areas next to St Mary's Church. We promoted this initiative under the moniker #BecleaninBanbury on our social media channels, to promote Banbury as clean, safe and open for business.



SMARTENING UP EMPTY SHOPS

Following our 2019 empty shop audit we carried out rejuvenation of the old Moss Bros store and the Sandwich Shop thereby improving the look of the empty units and the street. We gave them an outside facelift and then installed decorative window vinyls. In the old Moss Bros store we created a 'meanwhile' window display showcasing levy payer business owners. Each owner had a professional portrait taken and these are displayed in the shop window, along with detailed information about their business.



Banbury BID's very own Town Host Nate Wilde, could be found busily litter picking, whilst sporting his smart BID uniform.





CASTLE QUAY HOARDINGS

We brightened up a spot under construction



WINTER CAMPAIGN

We decided to go big on our 'Be In Banbury This Winter' campaign, to give a real boost to businesses after a really difficult year. We distributed 15,000 copies of our glossy consumer guide to village homes around Banbury during November. The guide promoted a wide variety of town centre businesses, from retailers, bars & restaurants and hotels, to services such as accountants, solicitors and estate agents. A digital version of the guide was also produced to promote via our social media channels and over 5000 people entered our 'Win £500 to spend in Banbury' prize draw.



REMEMBER THE FALLEN

Replacing the traditional Remembrance Day procession and wreath laying in line with Covid restrictions, Banbury BID and Banbury Town Council created Remember the Fallen, a light film projection at the town hall.



OTHER PROJECTS

BE BRIGHT IN BANBURY THIS WINTER

As part of our big winter marketing campaign for the town and in conjunction with our local authority partners and Castle Quay, we set up Banbury's first ever winter light projection show. The show ran on repeat each day for the whole of December and into New Year, lighting up the Cornhill entrance to the Castle Quay Shopping Centre and delighting locals and visitors alike with its magical story, set to music and with a light dusting of Banbury heritage added in for good measure.

The winter light displays and our accompanying video marketing campaign created a very high social media engagement, resulting in being featured in the wider media, with TV spots on BBC South Today news, as well as generating local press coverage in the Banbury Guardian and radio broadcasts. Overall, Banbury town centre enjoyed a real end-of-year marketing boost, to promote the town and to encourage more visitors.

“BANBURY TOWN COUNCIL AND BANBURY BID WOULD LIKE TO THANK TIMPSON, BROWN & CO AND CASTLE QUAY FOR MAKING THIS POSSIBLE THROUGH THE LOAN OF THE BUILDINGS”

LOYALFREE APP

We put more content on our LoyalFree app. This included:

- Exploring Banbury Town Audio Trail
- #EatOutToHelpOut Trail
- Information on businesses open
- Promotions and Competitions

AUDIO TRAIL

Exploring BanburyTown audio trail is a collection of personal memories and experiences of senior residents of the town, giving a flavour of what life was like over five decades from the late 1920s to the late 1960s. The sounds come from a 2012 project by Banbury Museum's reminiscence group 'Times Gone By' who endeavoured to record some of the social history of our market town and is delighted to share this with the community and to those visiting the area.

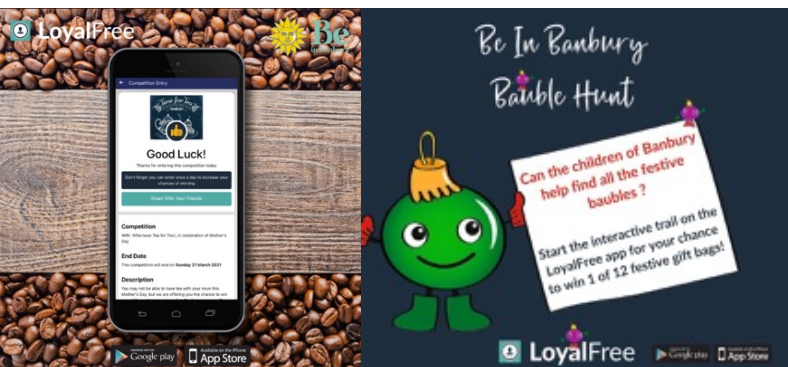


BE IN BANBURY
THIS WINTER

PROMOTIONS



- Small Business Saturday
- Be in Banbury Bauble Trail
- What do you miss most about Banbury?
- Competitions, including win tea for two for Mothers' Day and July give-aways
- Be Safe In Banbury
- Valentine's Day



LoyaltyFree



WIN
A HOTEL
CHOCOLAT
CLASSIC
CABINET!

ENTER ON THE LOYALTYFREE APP



WORKING HARDER FOR YOU



Towards the end of 2020, we took time to work alongside our trade association British BIDs to audit our internal administrative processes and governance procedures. We chose to streamline a number of these to enable Banbury BID to be more agile, and to gain more active participation from our members through merging the role with directorship.

We relocated the BID team's office to a much more suitable space, still in The Mill, which will enable you to visit the BID team in person to discuss campaigns, projects or any support that we may be able to offer you as part of our wider business plan.



NIGHT TIME ECONOMY

In June we set up a meeting for BID levy payer businesses in the Night Time Economy sector to gauge interest in setting up a Night Time Economy forum to better understand how we can support them through promotions and events.

In September BIDs purchased two drug bins for the town centre.

OUR PLANS FOR 2021/2022

BETTER PROMOTED



WEBSITE & BRANDING

Launch of 'Experience Banbury', our consumer-facing website to promote the town and levy paying businesses.

DOMESTIC TOURISM FOCUS

Strategic advertising campaign in print and social media to drive tourism

PR & MEDIA

PR and media outreach

MORE VIBRANT



SUMMER

Summer Party

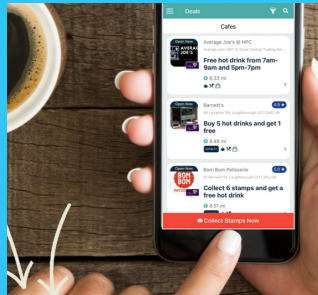
CHRISTMAS

Christmas Projections, events and lantern parade

WOMENS TOUR

Welcoming the Women's Tour

BETTER FOR BUSINESS



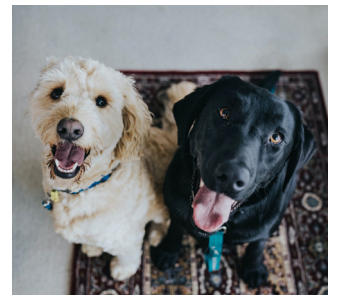
FREE LISTINGS

Free listings on consumer facing website

PROMOTION

Promotion of non-retail businesses

BETTER FOR VISITORS



PARTNERSHIP

Partnership with Age Friendly Banbury

HAPPY DOGS

Something for our four legged friends

WORKING FOR YOU



B2B

Free workshops in conjunction with Google, to help businesses to drive more footfall and enhance their online visibility and reputation

CLOSER TIES

Build on closer ties formed with Banbury Town Council, Cherwell District Council, and Castle Quay



ENHANCE BANBURY

Continue to enhance Banbury's visual appeal with planters, murals and more

“BANBURY A BETTER PLACE TO LIVE, WORK, SHOP, PLAY AND DO BUSINESS!”

FINANCIAL SUMMARY

YEAR ENDING 2021

ANALYSIS OF BID INCOME: (£ EXCL.VAT)	
Grand Income Covid 19	£10,600
Levy Income 2020-21	£168,031
Voluntary Contributions	£250
Subtotal	£178,881
Sales/Event Income	£60
TOTAL INCOME	£178,941

EXPENDITURE	ACTUAL
Better Promoted - Loyal Free App	£9,835
Better Promoted - Winter Guide	£10,256
Better Promoted - Winter Campaign	£2,000
Better Promoted - Social Media and Web Campaign	£3601
Better Promoted - Marketing Collateral	£578
More Vibrant - Christmas and Remembrance Projections	£15,048
Better for Businesses - Build Rejuvenation/Meanwhile Window	£6,175
Better for Businesses - Covid Restart Packs	£8,540
Better for Businesses - ShopAppy	£1,584
Better for Visitors - Church Lane Pocketful of Sunshine/Suns	£305
Better for Visitors - Museum Experience	£248
Better for Visitors - Street Cleaning and Be Cleanr in Banbury	£600
Working for you - British BIDs	£5,000
Working for you - Levy Payer Survey	£500
Working for you - Communications	£1573
Working for you - Night time economy	£480
TOTAL EXPENDITURE	£66,323



ADMIN & MANAGEMENT COSTS	ACTUAL
Admin and Management Costs	£78,787
Operational Costs	£11,731
Professional Fees	£11,763
TOTAL EXPENDITURE	£102,281

GRAND TOTAL	ACTUAL
Levy Collection Fee	£15,000
TOTAL EXPENDITURE INCLUDING ADDITIONAL INCOME	£183,604

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