

Banbury

BID Business Improvement District

2021-2022

ANNUAL REPORT



2021-2022

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FOREWORD

03

ABOUT BID BANBURY

04

A CLOSER LOOK

05

OTHER PROJECTS

08

OUR PLANS FOR
2022/2023

12

FINANCIAL REPORT

14

STRUCTURE

15

WELCOME

Welcome to our annual report for 2021/22, our fourth trading year.

With every annual report, we aim to provide you with a summary of the activities and initiatives your levy payments make possible. For another year, our town has benefited from the teamwork, collaborative spirit and future vision our levying-paying businesses bring to the table. We would like to thank you for your ongoing support and share top-line financial information showing how your contributions were allocated this year.

BETTER PROMOTED

MORE VIBRANT

BETTER FOR BUSINESS

BETTER FOR VISITORS

WORKING FOR YOU!

FOREWORD

2021 was born in lockdown, carrying over some of the difficulties experienced in the previous year. In such an uncertain trading environment, we felt it was crucial to review our strategy to assess the best options to promote Banbury's town centre.

Overseas travel was still heavily restricted, and there were strong indicators from other British BIDs and town centre organisations that domestic travel was likely to be favoured in 2021. The pandemic restrictions had left many people with pent-up savings and the desire to spend quality time away from home in a safe environment. Therefore, UK main cities and towns had become attractive short-break destinations.

With its rich heritage and unique narrative (as well as a certain well-known nursery rhyme), it was clear Banbury had a great deal to offer domestic tourists. So, we focused our strategy on promoting it as a top UK destination.

To support this objective, we created the 'Experience Banbury' brand – a 'tourist information' online platform for visitors, showcasing the town's unique experiences and businesses – from independent retailers and hospitality venues to professional service companies. The 'Experience Banbury' website became the primary focus for our 2021 marketing initiatives, helping us promote our town to increase footfall and the number of visitors.

Our next move was to appoint destination-tourism specialist Yolanda Fletcher to spearhead the initiative and work hand-in-hand with our BID team. We made significant progress throughout spring, developing and launching the platform's new website, Experience Banbury in just two months!

In partnership with Banbury Town Council, we hosted The Banbury Garden Party summer event to launch the website and begin our extensive marketing campaign, which would remain in place for the year (and beyond).

A few months later, Banbury was lucky enough to host the Women's Cycling Tour in October, with the town providing the finish line for this popular event. Once more, our new Banbury-centric promotional brand, Experience Banbury, offered the Town Council and the BID team an effective platform to promote the day and raise awareness of the brand's potential to drive new visitors to the town.

Moving on to the winter months and the build-up to Christmas 2021, we ran a highly successful Festive Lantern Parade in conjunction with Castle Quay. This event really brought the crowds into town and kicked off our winter light show extravaganza, again projected onto the Cornmarket entrance to Castle Quay.

The year ended on a highly positive note. Our BID team managed to secure £20,000 of European/EU funding to further promote the Experience Banbury brand on billboards, buses and publications in other towns across Oxfordshire and Warwickshire!

We now move into 2022 with a new BID team, an established tourism brand for Banbury, and the opportunity to further develop and enhance the visitors' experience of the town for the betterment of all our levy-paying BID businesses.



Stuart Moore
Chair, Banbury BID (2020/2021)

ABOUT BID BANBURY

OUR VISION

To create a vibrant and prosperous town centre, attracting an increasing footfall and number of visitors, and consequently, contributing to a flourishing business community.

Our work focuses on developing the strengths of our town centre, ensuring that it offers residents and visitors alike the amenities, shops, and businesses of a five-star destination. We aim to give people a reason to visit, spend time and return often, simply because they love the Experience.

WHAT WE DO

Banbury Business Improvement District's central focus is to raise Banbury's town centre profile through a series of marketing campaigns and initiatives to bring about positive change over a fixed five-year term.

As we enter the last of these initial five years, we continue to work closely with our levy-paying businesses and organisations, partners and the wider Banbury community to make our town centre a thriving place.

We are here to give you a voice, support your business in any way we can, and help our community flourish.

HOW WE ARE FUNDED

Since our launch in April 2018, we have worked to bring over £1 million of additional investment to Banbury's town centre. As we complete our fourth trading year, we continue to put all our efforts into meeting or exceeding this figure.

We are funded by a levy of 1.5% on the current rateable value of all businesses within the BID area that have a rateable value of £4,700 or more each year of their five-year term. Voluntary memberships and income-generating events add to this.

WHO WE REPRESENT

Banbury BID covers over 530 businesses in the town centre, including Old Town, the High Street and Castle Quay Shopping Centre – a varied community of retail, office, leisure, hospitality and public sector organisations.

Today, our priorities are still centred on making Banbury Town Centre:



**BETTER
PROMOTED**



**BETTER FOR
BUSINESS**



**MORE
VIBRANT**



**BETTER FOR
VISITORS**



**WORKING
FOR YOU!**

A CLOSER LOOK

2021 was the year of transition. While the first half put many of our businesses under extraordinary pressure due to the rise of Covid cases and lengthy lockdowns, the summer and autumn saw the return of 'business as usual' and a widespread feeling of optimism with the reopening of the domestic economy.



BETTER PROMOTED

The birth of Experience Banbury

A top priority for this year was the launch of 'Experience Banbury,' a new brand for Banbury whose purpose is to act as a tourist information centre to attract visitors to our town.

We knew from conversations with other British BIDs and town centre organisations that many people were going to be planning short, safe breaks across the UK when the national lockdowns were lifted. Therefore, it was crucial for us to move the project forward swiftly and have Experience Banbury ready for the spring and summer months.

We met this objective, and the Experience Banbury website was ready in August. The site gives a comprehensive overview of our town and all the incredible things it offers – from history, places to visit, attractions and activities to a directory of the local shops and businesses.

Experience Banbury has been an essential tool to optimise our marketing initiatives to promote the town and levy-paying businesses, providing us with a fantastic news story for the media.

A CLOSER LOOK

Experience Banbury PR and Media Outreach

We had Experience Banbury featured in a number of publications – an objective we had set up in our previous year to support our domestic tourism strategic advertising and PR campaigns. These campaigns were all intended to drive footfall into Banbury Town centre.

Experience Banbury appeared in:

THE VILLAGER - OCTOBER AND NOVEMBER EDITIONS

The Villager is a monthly publication with 11,000 copies distributed to 48 villages, covering Appletree, Byfield, Lower Boddington, Wardington and Woodford Halse, among others. The magazine is produced by The E-Type Press Limited in Wardington.

CHERWELL LIFESTYLE MAGAZINE - NOVEMBER EDITION

With a circulation of 10,000 copies, Cherwell Lifestyle magazine offered us a fantastic opportunity to promote the businesses and attractions in Banbury Town Centre as well as the Experience Banbury website and events for Experience Banbury Christmas 2021.

READ THIS MAGAZINE

We had the pleasure of hosting **Read This Magazine** for a day in Banbury, The Sunshine Town. As a result, they published a delightful article showcasing the town and everything it has to offer as well as our Christmas Advert.



FAMILY TRAVELLER

Experience Banbury was also featured on Family Traveller – an indispensable guide to anyone travelling with babies, children and teenagers. Family Traveller provides parents with a one-stop location to plan their family holidays and days out.

BANBURY FM - MEDIA PARTNER

Our media partner Banbury FM provided fantastic coverage during the Experience Banbury website launch day on 28th August 2021.

EXPERIENCE OXFORDSHIRE

Banbury's Festive Fun was promoted in the Experience Oxfordshire November 2021 Newsletter, featuring the Festive Lantern Parade and Festive Light Show Switch on Event, Live Reindeer and the Giant Snow Globe.

The digital newsletter linked to the Experience Banbury website reached not only Oxfordshire residents but people from other regions looking for things to do in the run-up to and throughout the festive season.



'50 miles to Banbury' PR and advertising campaigns

Throughout the year, we focused on executing an extensive advertising schedule to promote Banbury Town and encourage visitors from the local area and further afield.

Our strategy included plans to promote further 'The Sunshine Town' in magazines, local and national publications, as well as radio and local news.

As a result, Banbury was featured in Chiltern Railways Trains, Stagecoach buses, and the Experience Oxfordshire Visitor and Hospitality Guides.

EXPERIENCE OXFORDSHIRE HOSPITALITY GUIDE 2021

We had Banbury showcased in the New Oxfordshire Hospitality Guide 2021 – the perfect resource to discover local food markets, get to know Oxfordshire's famous breweries or distilleries and find great places to eat.

"We continue working on more exciting initiatives like this to spread the Banbury Sunshine!"

CHILTERN RAILWAYS CAMPAIGN

Working in partnership with Chiltern Railways, we launched a generic advert for Banbury to promote our town as a must-visit tourist destination in the UK. The first two adverts appeared on the London to Birmingham MK3 trains, followed by other destinations. They have been instrumental in attracting visitors to Banbury from local and surrounding areas and further afield.

STAGECOACH BUS CAMPAIGN

Banbury adverts were featured on 34 buses travelling around Oxfordshire as part of one of the many initiatives to encourage visitors to our town.

EXPERIENCE OXFORDSHIRE VISITOR GUIDE 2021

We also had Banbury showcased in the New Oxfordshire Visitor Guide 2021, with routes for the town and area.

The guide for Oxfordshire and the City of Oxford includes itineraries for long weekend breaks, walks, the best places to shop and dine, top picks for accommodation and travel information.



OTHER PROJECTS

WELCOME BACK FUND FOR OUT-OF-HOME ADVERTISING

We secured a substantial grant from the Welcome Back Fund Government initiative with support from Cherwell District Council to run a promotional campaign during November and December 2021. We used the £20,000 in advertising spend received to drive more visitors to Banbury and boost the town centre economy, featuring Banbury's venues and attractions in towns and cities within a 50-mile radius of the town.

The adverts promoted Banbury – its shops, hospitality venues and attractions, on billboards at selected train stations, supermarkets, and bus routes to and from the surrounding area. Moreover, they drove traffic to our new visitor information website experiencebanbury.co.uk, highlighting Banbury's news and special events.



SUPPORTING BANBURY FM DIGITAL LICENCE

Banbury FM has been an exceptional partner, helping us promote everything our town centre has to offer to our residents. Therefore, we were delighted to support them with their application for a Small-Scale Digital Radio Multiplex Licence.

Having worked extensively with local media to showcase upcoming events, generate interest in proposed schemes, and inform the people of Banbury on issues that are relevant and important to them, we felt that obtaining this licence would greatly benefit our community.

WOMEN'S TOUR CYCLING RACE PROMOTIONAL GIVEAWAYS AND COMPETITION

The Women's Tour Cycling Race came to Oxfordshire on Monday 4th, October 2021, with Banbury playing a pivotal part in the event as it provided the setting for the Stage One finish line.

We used this fantastic opportunity to promote the Experience Banbury website and our businesses. To drive traffic to the site, we produced some giveaways and ran the Women's Tour competition to win a Broadribb Cycles Banbury voucher worth £500.

On the day, we handed out 800 branded bottles of water with the competition details.

EXPERIENCE BANBURY LAUNCH PRIZES

We had fantastic sponsors for the Experience Banbury website's launch in August 2021, which allowed us to offer amazing prizes to our community.

Prizes included:

- **Brew your own beer experience prize worth over £600** to win a memorable experience to create your beer brew and take home 100 bottles to enjoy.
- **Banbury Bowl prize** for the chance to win a family meal (up to four members) and a bowling game at Banbury Bowl.
- **Sheila's Shakes prize** to win 4 x £10 vouchers to spend on tasty treats such as milkshakes and ice cream at Sheila's Shakes.



DINE AROUND CAMPAIGN

We supported our hospitality venues by offering Banbury's residents an evening of food tasting with thirteen different cuisine menus from the participating restaurants, pubs and bars.

SMALL BUSINESS SATURDAY

December 4th was this year's Small Business Saturday — a day dedicated to the independent businesses that make our High Street a special place to shop and visit during the festive season.

OTHER PROJECTS



BETTER FOR VISITORS

Experience Banbury Doorbells initiative in collaboration with Age Friendly Banbury

We worked with Age Friendly Banbury to make visiting Banbury an inclusive experience for everyone. We provided businesses and attractions in Banbury Town Centre with a doorbell and a highly visible plaque they could hang on their premises. This initiative enabled people requiring assistance to ring for help to enter the premises, particularly during the Autumn and Winter months when doors are shut.

Dog-Friendly Kits

We wanted to make Banbury's shopping and dining experience enjoyable and easy for dog owners. Therefore, we partnered with Castle Way to provide shops and businesses across the town with a dog-friendly kit for their premises. The kit included a window sticker, branded dog bowl, branded snack tin full of dog treats and a roll of bags.



WORKING FOR YOU

Free Stalls

We covered the cost for ten stalls at the Food Fair Friday market and offered them to our levy-paying members on a first-come-first basis.



Banbury Town Centre Meetings

We're working hard to build a stronger relationship with our key partners Banbury Town Council, Cherwell District Council, Castle Quay and Banbury BID's members. We meet up regularly to ensure that we develop a cohesive message between us to promote our beautiful town.

These meetings have also proven to be a fantastic opportunity to have your voice heard and express your opinions. In such challenging times, we may not always get things right, so your feedback matters. Working together, we can ensure all our initiatives benefit our levy-paying members and the wider community



The BID Ambassadors Programme

As we grow our calendar of events, we are building a team of ambassadors to assist us with their planning and execution in Banbury Town.



**MORE
VIBRANT**

Decorative Planters

We worked with Banbury Town Council to brighten our town and improve the habitat for pollinating insects by introducing colourful planters throughout the streets.

Decorated with the Banbury sunshine logo and pre-planted with a seasonal flower selection to celebrate Banbury 'The Sunshine Town', the planters serve to improve the environment while putting a smile on residents' and visitors' faces.



Banbury Street Art Campaign

As part of our community projects, we partnered with Activate Learning and A-Level art students from Banbury and Bicester College to create beautiful artwork around the town with graphics celebrating Banbury.



Festive Lantern Parade 2021 & Christmas lights

Together with Castle Quay, we kicked off the festive season with our winter light show transforming Banbury into a spectacular, nocturnal art show that lifted everyone's spirit. A beautiful display of light artwork was projected onto the Cornmarket entrance to Castle Quay, accompanied by live reindeers and a snow globe photo booth.

OUR PLANS FOR 2022/2023

Following consultations with our levy-paying businesses, next year, we plan to work hard to make Banbury:

**BETTER
CONNECTED**

**MORE
VIBRANT**

**BETTER FOR
BUSINESS**

BETTER CONNECTED



Bring our diverse communities together through a series of initiatives, which include:

Town Hosts

Introduce new Town Hosts to work closely with the community to help build connections across the town centre. They'll act like the eyes and the ears of the town, listening to what the streets have to say to enable us to better respond to our businesses.

Have your say

In collaboration with The BID Banbury Town Council and Cherwell District Council, we will ensure every levy-paying business has a voice and promote events and activities for visitors that support our business community.

Networking events

Organise networking events to facilitate better communication channels for businesses to talk to each other. These events will help build relationships with staff, the Board, and each other to enable a speedier, more effective, and united response.

MORE VIBRANT



Create a cleaner, greener, safer, and more vibrant town centre

Attractive Event Calendar

Organise a calendar of events to increase footfall and raise the town centre's profile, to draw more new customers.

Reduce crime

Collaborate with Cherwell Crime Partnership and use the DISC system to share information about offenders and help reduce illegal activity and shoplifting in the town centre.

Banbury street cleansing and protection

Lobby the Town and District Councils to maintain a high standard of street cleansing. Work in partnership with Community Police teams and support initiatives to combat crime.

Lively Banbury

Dress Banbury town centre for themed events, including markets, to create an inviting environment for people to experience and enjoy. Work with business owners and public bodies to reduce the number of vacant premises.

Better Signage

Lobby the Town Council to improve Banbury's signage system to make directions to key attractions easier and more accessible.



BETTER FOR BUSINESS



Work together for the common good.

Data Reporting

Share all relevant data — town's wifi-linked footfall measuring system, social media engagement and Experience Banbury website traffic. Make our B2B newsletters and communications easily accessible for our businesses.

BID website upgrade

Transform the BID website into a hub of information for businesses and people, showcasing plans and initiatives. Consolidate our partnership with British BIDs..

New corporate identity

Launch a new, consumer-friendly corporate identity for the BID to support our marketing strategy. Use the new identity to build a strong social media presence to promote our businesses and local activities, showcasing Banbury as a top UK town to live, work and visit.

"Together, we are making Banbury a better place to live, work, shop, play and do business!"

FINANCIAL SUMMARY

YEAR ENDING 2022

ANALYSIS OF BID INCOME: (£ EXCL.VAT)	
Levy Income 2021-22	£223,079
Grant Cherwell District Council	£9,000
Welcome Back Grant	£16,800
Sponsorship	£17,200
TOTAL INCOME	£266,079

EXPENDITURE	ACTUAL
Better Promoted	£40,258
More Vibrant	£49,535
Better for Businesses	£45,036
Better for Visitors	£20,215
Working for you	£42,421
TOTAL EXPENDITURE	£177,250



ADMIN & MANAGEMENT COSTS	ACTUAL
Operational Costs	£7,800
Professional Fees	£ 1,640
TOTAL EXPENDITURE	£9,440

GRAND TOTAL	ACTUAL
Levy Collection Fee	£24,000
TOTAL EXPENDITURE INCLUDING ADDITIONAL INCOME	£230,905

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