



PRESS INFORMATION
For immediate release

4 November 2016

Newbury businesses vote in favour of a second BID term

Newbury Town Centre businesses have shown their support by voting in favour of a second term for Newbury Business Improvement District. 339 businesses voted equating to 53.1%, of which 73.2% voted in favour by number and 83.7% in favour by rateable value.

There are now over 250 BIDs in the UK which equates to over £240m being invested by businesses. Newbury BID has been responsible for managing the Town Centre for the last five years with their work including the marketing and promotion of Newbury and the development of links between organisations and the community.

The successful election means that the BID now has the opportunity to help further develop the town. Managing Director of the BID Russell Downing said, "This is a great result for Newbury and a positive sign that businesses in Newbury are keen to build on the work undertaken in the first term. This also reflects on the achievements that the BID have made over its first term, and the hard work of the Board, supporting groups and levy payers. Clearly there will be businesses that have not voted in support of the renewal and it is vital that we engage and understand what we can do for these businesses going forward.

Talking of the successful election Chairman of Newbury BID Nigel Morrison said, This is a positive vote from businesses in Newbury who are keen to take control of the business environment and affect positive change for us all.

Newbury has seen a number of improvements over the last five years which include:

- Increased Town Centre footfall from 56,000 to between 185,000 – 195,000 visitors per week.
- Increased the regional and national average business unit occupation rate of 93.7%.
- Engaged in collective utility buying to secure discounts that reduce your expenditure.
- Deployed Street Rangers to offer a concierge role and prevent anti-social behaviour.
- Since 2012, crime rates have dropped significantly.
- Achieved Purple Flag status by enhancing the evening and night time economy.
- Launched an Artisan Market, which regularly hosts over 50 stalls with plans to extend further.
- NewburyFest, a month-long summer celebration comprising 20 events across the town.
- Enhanced the Christmas offering with festive lights and parade.
- Re-built www.visitnewbury.org.uk, which receives 1.5 million page views per year.
- Dedicated, quality mailshots to promote certain events, e.g. Christmas, NewburyFest.
- Grown our social media audience: Facebook by 293.7% and Twitter by 20% in the last year alone.

For more information about Newbury and the BID visit www.visitnewbury.org.uk

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Notes to the Media

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