



My first year as Chairman has also been the final year of our first term for the BID and what a challenging year it has been. In addition to delivering the projects outlined in our business plan, and many more, we have been through a successful consultation and a renewal ballot.

Russell and the team have continued to deliver on the core themes of our business plan. Marketing Newbury as a destination, delivering new and annual events, ensuring the town is managed and the physical place is maintained and where ever possible enhancing our levy with commercial opportunities and cost saving incentives for businesses.

The BID team continue to work closely with West Berkshire Council and key strategic partners including Newbury Racecourse, Parkway and Kennet Centre to deliver town wide initiatives and projects that continue to make Newbury the vibrant place it is to live, work and visit.

Finally, I look forward to my second year as chair with many exciting projects ahead. As we enter our second term following the vote of confidence from the Newbury Business community who have given us an even stronger mandate to deliver.

I look forward to reporting in full on all the great progress we have made as a Town over our fifth year in our annual report that will be published in July.

## Ross Drake

Chairman Newbury BID, Franchise McDonalds

## Newbury BID Rangers, improving the image and appearance of the Town Centre.

Providing a highly visible presence within the Town Centre, the Ranger Project continues to be one of the stand out projects throughout year 5. Sam and Jayne offer a mobile customer service role to Newbury, meeting and greeting the public and helping visitors to navigate the town. Along with this, undertaking the unseen but vital tasks of removing fly posting, picking up dog foul, removing low level graffiti and ensuring the BID area is free of drug paraphernalia. The Rangers have the ability to be highly mobile and react quickly and efficiently without the need to go through endless reporting to get things resolved.

Year five has also seen the removal of the town centre CCTV, the Rangers have taken the additional workload in their stride ensuring that communications remain strong while the BID takes the lead in reinstating the service for the town centre working in partnership with Thames Valley Police, West Berkshire Council, Kennet Centre and Newbury Town Council.

# KEY ACHIEVEMENTS



Continued retention of lower than regional and national average vacant unit rate with 91% (excluding shopping centres) of retail units occupied within Newbury BID area. (Figures as of April 2017)



Expansion of the monthly Artisan Market, last Sunday of the month.



Introduced new and continue to deliver events in the Town Centre including: NewburyFest, Shop Local Week, food festivals, late night shopping, Christmas light parade, Puddle Jumping, St Georges Day, Easter and Halloween hunts.



Significant social media campaign, outperforming the industry norms, resulting in a strong online presence engaging a social community for people local to Newbury and visitors.



Newbury Town Centre re-accredited with 'Purple Flag' for our management of the evening economy.



Re-launch of the successful Newbury business joint procurement service working in partnership with Meercat to reduce business running costs.



Successful renewal ballot delivering a stronger mandate for delivery over a second five-year term.

# EVENTS

At the heart of any vibrant and thriving town centre is a robust and active events programme, key to drawing residents and visitors alike to use the town and its facilities. Many business comment that the weeks following events, if not on the day, are better trading periods.

Again, 2016/17 has been a busy time with some new events introduced, some old favourites run again and support for other community events.

## JUNE



NewburyFest returned hosting and supporting over 30 different events across a 4-week period.

## JULY



Independents' day, Day of Dance and Covent Garden entertainers.

## SEPTEMBER



Newbury Artisan Market now in its third year regularly attracting over 70 traders.

## OCTOBER



Halloween Hunt, Racecourse competition.

## NOVEMBER



Late night themed shopping evening with entertainment.

## DECEMBER



Late Night Shopping, Choir of 1,000 voices, Best Dressed Business Window competition.

## APRIL



Easter Egg Hunt, St Georges Day activity with birds of prey, inaugural Puddle Jumping event.

## MARKETING & PROMOTIONS



### Public Relations (PR)

We work in close collaboration with PR specialists in order to communicate to the largest audience possible and ensure that Newbury receives all the promotion it deserves. To reinforce our message we employ the resources available to us such as; Papers with coverage of Newbury, social media platforms, flyers and posters, our Visit Newbury website, local forums and we are also vigilant towards new forms of promotion. Through this we guarantee that you, the levy payer, are kept up to date on all our activities at the BID via weekly emails, a quarterly newsletter, face to face meetings and visits.



### Telesales

We utilised telesales to connect with our Newbury town centre businesses. Through consultation we have re-affirmed businesses requirements from Newbury BID and achieved the renewal of the scheme for a further five years. This will continue promotion and benefits for businesses in Newbury.



**3 MILLION**  
impressions

### Social media

Visit Newbury's online presence has moved from strength to strength over the past year. The community around Visit Newbury is growing and the key statistics, which include impressions, engagements, interactions and audience, have increased by an average of 20%. We have received over 3 million impressions, 23,000 interactions and over 10,000 followers. We continue to post engaging content to boost these statistics and, therefore, improve online awareness of Visit Newbury. Although the majority of our audience are local, we continue to build a following from further afield.



[visitnewbury.org.uk](http://visitnewbury.org.uk)

The Visit Newbury website remains a key means of promoting Newbury to visitors from further afield as well as local residents. In the last 12 months the website has had 1.25 million views. Social media and advertising are utilised to drive Newbury's target audience to the website where they will gain further details and also see a wider range of relevant attractions. We continue to keep the website listing on the first page of all major search engines and ensure the website remains current, engaging, and promotes all forthcoming events.



### Advertising and awareness

Advertising events continues to be a vital part of ensuring awareness of events and attracting footfall into the town centre. It also serves to keep local residents informed and up to date on Newbury BID's planned improvements. Advertising and awareness is based around the use of Newbury Weekly News, Berkshire Mums and the Primary Times and we are continuing to investigate additional forums to promote activities.



### In Newbury

In Newbury continues to be a vehicle for the promotion of the town to visitors and local residents. Now in its fourth year, this cost neutral publication delivers a positive and consistent message that Newbury is a thriving town to live, work and visit. We focus on publishing the good news stories and great achievements by local businesses and organisations.



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Visit Newbury