



After a successful first term, Newbury's town centre businesses voted for the Newbury BID to run its second term from 2017-2022. As many businesses continue to deal with the upsurge of online shopping and the decrease of footfall in town centres, as well as other extreme and unexpected challenges such as COVID-19, we understand BID members may feel intrigued when a BID levy bill comes through the post.

What was your 2019-20 BID levy payment used for?

Marketing & Promotion of Newbury Town Centre 16% / £46,500

- Visit Newbury Brand - digital marketing, website redesign, promotional wear, promotional publications
- Promotion of the town to local, regional and national audiences
- Advertising and promotional opportunities for BID members
- Sponsorship of key town centre events and competitions

Free Public Events for Newbury Town Centre 30% / £87,500

- Vegan Festival (Jun-19)
- Jazz & Blues Festival (Jul-19)
- Newbury Rocks Festival (Aug-19)
- Back to School Festival (Sep-19)
- Halloween Trail (Nov-19)
- Christmas Lights, Christmas Sing-A-Long and Christmas Switch On Event (Dec-19)

Safe, Clean & Green Projects for Newbury Town Centre 21% / £63,000

- Grimebusting (deep cleaning service)
- Cardboard recycling service
- Street Ranger scheme
- Management of BusinessWatch Scheme (PubWatch & ShopSafe) and CCTV
- Management of buskers, pedlars and charity collectors
- Bunting and baskets around the town

BID Management & Operations 33% / £98,000

- Business Management including staff salaries, rent, business rates, insurance, professional fees, IT and systems, and general business expenses

For what purpose does the BID deliver these projects?

To support our long-term vision for Newbury to become a go-to destination for businesses and visitors from all around the world.

To work towards our overarching objectives of (1) increasing visitor footfall and engagement with town centre businesses through positioning and promotion of Brand Newbury, (2) increasing business investment in Newbury, and (3) supporting businesses to thrive in the town.



What are your priorities for the BID over the next 12+ months?

In August 2020, we conducted a business survey to help understand what you, our members, see as the priorities for Newbury BID going forward. Below are the Top 10 priorities you identified for the BID for the next 12+ months. Our action plan for the remainder of the current term will encompass these priorities.

1. Improving the appearance of and filling vacant units
2. Management of the town centre's CCTV
3. Visit Newbury - marketing & promotion, website, social media
4. Management of chuggers, pedlars, charity collectors & buskers
5. Promotion of Newbury via press releases to local and regional press
6. Management of BusinessWatch scheme (PubWatch & ShopSafe)
7. Management of Christmas lights, bunting and hanging baskets in the town centre
8. Delivery of specialised markets, e.g. Artisan & Vegan markets
9. Design & delivery of BID annual events, e.g. Christmas Lights Switch On, Crafty Craft
10. Lobbying to represent members' voices and views on key town centre matters

Who is your new BID team for 2020 onwards?

Melissa Hughes - Chief Executive Officer
Alison Drummond - Operations Manager
Shaun Limpus - Senior Town Ranger
Kirsty Lemberger - Business & Marketing Support Officer

How will we keep you informed?

In addition to your priorities above, a priority for us here at the BID is to continue to improve our communication with you and to be completely open and transparent about how your BID levy is spent, what our objectives and key performance indicators are, and our progress against these. More detailed information about our action plan for 2020-22 and how our performance will be measured will be shared with you shortly.

The easiest way to stay informed is by email. If you don't currently receive our weekly communications from Alison Drummond, please email info@newburybid.com to be added to our list.

We will be rejuvenating the Newbury BID area of <https://visitnewbury.org.uk/> over the coming months and we will post relevant news items on here too.

You can also join our members Facebook group: <https://www.facebook.com/groups/newburybidmembers/>

We will also on occasion hand-deliver important updates and reports to you.

For all general BID enquiries, please email info@newburybid.com or call 01635 760505.