

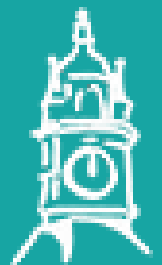


**NEWBURY**

BUSINESS IMPROVEMENT DISTRICT

# CEO'S REPORT

## 10<sup>TH</sup> AUGUST 2021



**NEWBURY**

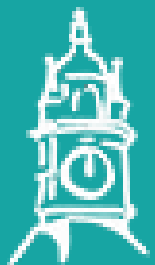
Business Improvement District



**NEWBURY**

BUSINESS IMPROVEMENT DISTRICT

# 2021/22 PROGRESS SO FAR



**NEWBURY**

Business Improvement District

**AIM:** To enhance Newbury's reputation locally, regionally, nationally and internationally and attract visitors to the town

## KEY PROJECTS:

Project-managed by Kirsty:

1. **Targeted, integrated marketing campaigns** – Summer Campaign launched 1<sup>st</sup> Jul 2021 and proving hugely successful, with web traffic doubling in Jul 2021 compared to Jun 2021 (c. 10k users v. 5k users (4k in Jul 2020)). Campaign will continue through to beginning of Q2 (Sep 2021). Winter Campaign (Christmas in Newbury) will launch in Oct 2021, to include Welcome Back Fund activity.
2. **Local integrated marketing campaigns** – Ongoing. First email newsletter distributed in Jul 2021 – huge 62% open rate and 26% click through rate. Newsletter sign ups have been increasing throughout past month. We are continuing to attract excellent engagement across social platforms. Activity centred around Summer Series of events and other things to do in Newbury this summer.
3. **Newbury Town Trails** – First trails (Vegan + Public Art and Blue Plaque) being finalised now and will launch Aug 2021. Further trail ideas include dog-friendly trail and indies trail.
4. **Great West Way partnership** – Ongoing, with press releases being shared regularly and opportunities to promote Newbury being taken.

Project-managed by Melissa:

1. **Website development** – Further enhancements will be planned and implemented in Q2 (Sep-Dec 2021).
2. **Community Content Competition** – Planned for Q4 (Mar-May 2022).
3. **PR and networking** – Ongoing, with in-person forums due to be re-introduced in Q2 (Sep-Dec 2021).

**AIM:** To ensure Newbury town centre is a safe, clean and welcoming place to visit

## **KEY PROJECTS & OBJECTIVES:**

Project-managed by Melissa:

1. **Vacant units** – Plan for partnership working to be discussed with WBC in Q2 (Sep-Dec 2021).

Project-managed by Alison:

1. **Town centre enhancements** – Street art on side of Kennet building completed end Jul 2021 and PR will be distributed shortly. Planters to be purchased in Q2 via Welcome Back Fund. Hello Lamp Post visitor engagement platform and pop-up visitor information tent to launch in Q2 via Welcome Back Fund.
2. **Grimebusting** – On hold whilst Shaun is on sick leave. Aiming to re-introduce some elements of Grimebusting in Q2.
3. **CCTV provision** – Plan for updated system progressing well, with help from TVP CCTV specialist. Aiming to complete project in Q2.

**AIM:** To ensure visitors have a fantastic experience when in Newbury and want to keep coming back

## **KEY PROJECTS & OBJECTIVES:**

Project-managed by Shaun:

1. **Town Ranger Scheme** – On hold whilst Shaun is on sick leave.

Project-managed by Alison:

1. **Events and markets** – Artisan Market is well attended each month. First quarterly Vegan market went well on 8<sup>th</sup> August –aiming to grow this in future quarters. 3 of 7 Summer Series events delivered so far – weather has been against us, but lots of great feedback from attendees. Food Festival 1-Day Special planned for 4<sup>th</sup> September. Aiming to work with Parkway & Kennet Centre on Remembrance and Halloween plans. Thanks to Alastair Chapman, Ian Batho, Richard Farley, and teams from Parkway Shopping & Kennet Shopping for volunteering at summer events.
2. **Christmas experience** – Plans include 3-Day Victorian Christmas Fayre, Christmas Lights Switch-On, and Christmas window competition (with a Victorian theme). Work will start in Q2 (Sep 2021).

**AIM:** To support businesses in succeeding and achieving commercial growth in Newbury

## **KEY PROJECTS & OBJECTIVES:**

Project-managed by Melissa:

1. **Office & Professional Services sector support** – Ongoing. Will be dedicating more time to this in Aug & Sep 2021.
2. **Visit Newbury commercialisation** – Currently working on a Growth Action Plan, with the aim of finalising this in Q2 (Oct 2021).
3. **Member forums and training** – In-person forums due to be re-introduced in Q2 (Sep-Dec 2021). Consultation taking place to understand businesses' training needs.

Project-managed by Alison:

1. **Hospitality & Leisure sector support, inc. Pubwatch** – Ongoing. Excellent support being provided by Alison and engagement from businesses is growing.

Project-managed by Kirsty:

1. **Health & Beauty and Education sector support** – Ongoing. Will be dedicating more time to this in Aug & Sep 2021.

Project-managed by Shaun:

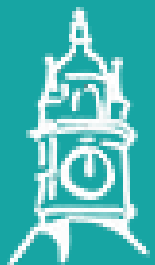
1. **Retail sector support, inc. Shopsafe** – Alison currently covering Shopsafe.
2. **Cardboard collection** – Contingency plan currently in place whilst Shaun is on sick leave.



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# COMMITTEES



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## **Marketing Committee**

- Intention is to focus on Newbury's brand and cultural identity
- Expert in the field (Neil Harvey from Media Fusion) has offered to give his time to help and will attend first meeting
- List of suggested participants has been formed and aiming for first meeting to be arranged this month

## **Events Committee**

- First meeting has taken place
- Chair = Jason Palmer
- Members = Alison Drummond, Martin Colston, Andrew Marmot, Richard Farley, Warwick Heskins

## **Commercial Committee**

- Volunteers required – no interest received yet

## **Ballot Committee**

- Volunteers so far = Warwick Heskins, Richard Farley, Ian Batho?
- Further volunteers required