

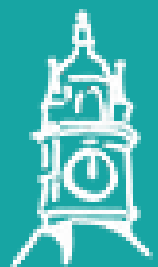


**NEWBURY**

BUSINESS IMPROVEMENT DISTRICT

# CEO'S REPORT

## 12<sup>TH</sup> OCTOBER 2021



**NEWBURY**

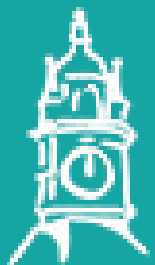
Business Improvement District



**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 completed – update to follow from Kirsty later in the agenda. Winter Campaign underway this month – update to follow.
2. **Local integrated marketing campaigns** – Ongoing. Email newsletters going out monthly– average 58% open rate (national average is 19-26%) and 15% click through rate (national average is 2.5%). Activity now moving from Summer Series of Events to Halloween and Christmas events.
3. **Newbury Town Trails** – Vegan + Public Art/Blue Plaque trail maps will be printed next week (Vegan Map to be distributed to participating businesses prior to next Vegan Market in November). Additional trails to follow in 2022.
4. **Great West Way partnership** – Ongoing. Newbury has been chosen as the first town destination ambassador to feature in a jointly branded PR campaign which will go out to regional and national travel media contacts in the next couple of weeks.

Project-managed by Melissa:

1. **Website development** – Further enhancements will be planned and implemented in 2022.
2. **Community Content Competition** – Planned for Q4 (Mar-May 2022).
3. **PR and networking** – Ongoing. New monthly column in Newbury Business Today supplement in the NWN.

**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** – Project scheduled for 2022.

Project-managed by Alison:

1. **Town centre enhancements** – Planters to be purchased in early 2022 via Welcome Back Fund. Hello Lamp Post visitor engagement platform and pop-up visitor information tent to launch in early 2022 via Welcome Back Fund.
2. **Grimebusting** – Currently on hold.
3. **CCTV provision** – Tenders received, final decision on supplier to be made this week. Contract and schedule will be finalised over next few weeks. Aiming for installation in November.

**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** – Reduced service at the moment whilst Shaun is on reduced capacity.

Project-managed by Alison:

1. **Events and markets** – Artisan Market continues to be well attended each month. Second quarterly Vegan market taking place on 21<sup>st</sup> November. Food & Drink Festival 1-Day Special was a huge success in September. Sponsorship of Newbury Real Ale Festival worked well – great pull for visitors to Newbury. Working in partnership with Parkway Shopping & Kennet Shopping for Halloween.
2. **Christmas experience** – Planning to deliver Newbury's best Christmas yet! Update to follow later in the agenda.

**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. Conversations taking place re: ballot consultation.
2. **Visit Newbury commercialisation** – Commercialisation project scheduled for early 2022.
3. **Member forums and training** – Meet the BID Board sessions poorly attended. Will re-introduce in-person forums in 2022 once Christmas rush and ballot completed. Focusing on one-to-one discussions for now.

Project-managed by Alison:

1. **Hospitality & Leisure sector support, inc. Pubwatch** – Ongoing. Excellent support being provided by Alison and engagement from businesses is growing. Conversations now taking place re: ballot consultation.

Project-managed by Kirsty:

1. **Health & Beauty and Education sector support** – Ongoing. Conversations taking place re: ballot consultation.

Project-managed by Shaun:

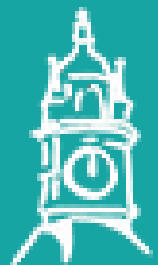
1. **Retail sector support, inc. Shopsafe** – Engagement from retailers is poor but monthly ShopSafe meetings still taking place. Conversations taking place re: ballot consultation.
2. **Cardboard collection** – Challenging to resource at the moment, but we've been able to arrange collection most weeks.



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# SUMMER CAMPAIGN & EVENTS SUMMARY



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# SUMMER EVENTS

- 7 events comprising of 3 x Family Fun Days and 4 x Music events were organised within a short timescale and on a limited budget (all delivered minus the last music event on Sunday 29<sup>th</sup> August which was cancelled at last minute due to staffing and Covid issues)
- Events were organised to be free entry, low risk, easy to manage and low cost

## CHALLENGES:

- Delay of organising events was due to uncertainty if Covid restrictions would be lifted (June/July) so this placed additional pressure on team to organise and deliver within a short timescale
- Additional pressures of supplier and staffing challenges due to both Brexit and Covid also added further pressures/uncertainty
- Reduced budget (due to unknown levy amounts collected at time by WBC) for each event also posed challenges as was not a true indication of what the actual event cost was (as didn't include staffing allowance)
- Short timescale also meant not sufficient time for marketing as normally require minimum of 6-week/3-month lead-in period
- Working days were sometimes long (10-12 hours) and exhausting, 7 events being delivered over a 6-week period is also very challenging and tiring for all

## POSITIVES:

- All Family Fun events were well received and well attended – approx. 50 families attended each session so a minimum of 150 families/approx. 600 people per session per day, so almost 2000 people in attendance on each day in total
- Challenges above helped create a really strong Event Management Team by working in close partnership with both Kennet and Parkway and further strengthened these relationships

## SUMMARY:

Family Fun Days were successful and should continue to go ahead in the future as summer events but Music Days on Sundays (Summer Sundays) did not work as no existing footfall to tap into. Hospitality venues have fed back and would prefer music events to be on Friday nights and Saturdays



## DIGITAL:

### Digital Display

- Delivered 273.2k impressions - 111,962 on web, 113,382 on mobile, 25,124 video, and 22,706 native
- Received 18.5k click throughs
- CTR of 6.74%
- Top 5 locations: Basingstoke, Donnington, Newbury, Didcot, Selborne

### DAX

- Delivered 286.9k impressions
- 94.5% average listen through rate
- 271k+ adverts were listened to 100% of the way through
- Reached 39,520 unique listeners- 62.6% on smart speaker

### Muddy Stiletto

#### *The Insiders Guide to Newbury*

- Page views: 3,662
- Dwell time: 5mins 20 sec
- Social media impressions: 46,600

#### *WORD ON THE STREET – Covid recovery*

- Page views: 2,203
- Dwell time: 3min 26 sec
- Social media impressions: 21,100



# SUMMER CAMPAIGN

## PRINT:

### Round & About Magazine

August: FP advert & FP editorial

September: FP advert

October: free FP editorial

26.3k readership p/m

### Berks & Bucks (& Wilts) Living Magazine

July issue: FP ad & HP editorial

August issue: HP editorial received free upgrade to FP and was included in Wilts issue too, increasing readership by extra 24k - 30k in Aug

September issue: FP ad & FP editorial

24k - 30k readership p/m

### Newbury Weekly News

June: FP ad

July: FP ad

Aug: FP ad

31.9k readership p/w

184.5k potential readership p/m

# SUMMER CAMPAIGN

## VISIT NEWBURY WEBSITE:

- Jun-21: 4,879 users vs 2,355 in Jun-20
- Jul-21: 10,009 users vs 5,986 in Jul-20
- Aug-21: 11,281 users vs. 2,743 in Aug-20
- Sep-21: 8,037 users vs 2,748 in Sep-20

## SOCIAL MEDIA FOLLOWERS:

Month	Facebook	Instagram	Twitter
June	10500	3454	5601
July	10640	3540	5621
August	10657	3659	5638
September	11269	3725	5652

- Sep-21: 20.6k followers vs. 19.5k at Jun-21 (5.5% increase)

## EARNED MEDIA:

- Kennet Radio website
- 4Leg Radio interview
- Multiple press releases including front page news within NWN
- Muddy Stiletto's Top 200 Places to live in 2022- Newbury

## OUTDOOR:

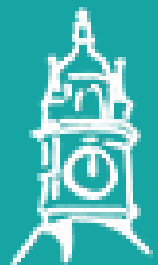
- Bus supersides x 3 buses with 15 miles radius on each route
- 12-week campaign
- Approx. reach of 402.3k per month



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# CHRISTMAS CAMPAIGN & EVENTS OVERVIEW



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## **CHRISTMAS LIGHTS SWITCH-ON FESTIVAL:**

**Date:** Saturday 20<sup>th</sup> November, 10am-9pm

### **What's happening:**

- More than 20 FREE workshops and activities throughout the day (10am-5pm) in town centre venues
- Live performances and lights switch-on (5pm-9pm) in the Market Place

## **3-DAY VICTORIAN CHRISTMAS FAYRE:**

**Date:** Friday 3<sup>rd</sup> December 11am-8pm, Saturday 4<sup>th</sup> December 10am-8pm, Sunday 5<sup>th</sup> December 10am-5pm

### **What's happening:**

- Over 100 market stalls with street food & drink and seasonal and other gifts
- Roving street entertainers and performances
- Stage with live music
- Victorian carousel

Businesses are being encouraged to decorate their windows in a Victorian Christmas theme for the festive period, as well as encouraging customer-facing staff to dress up in Victorian costume for the three days of the fayre and extending their opening hours to tie in with the event.

**Need the whole business community to get behind making this the best Christmas ever in Newbury!**

# CHRISTMAS CAMPAIGN

## WIDER AUDIENCE CAMPAIGN:

**Key assets:** Billboard, bus, TV advertising, digital, print, and outdoor marketing campaign promoting Newbury as a Christmas destination

**Outdoor:** Bus supersides, Reading Lights digital billboard

**Broadcast:** TV advert on Sky & Virgin Media

**Digital:** Digital display, social media advertising, Newbury Today and Round & About online web banners

**Print:** NWN, Berks & Bucks Living Mag, Berkshire Primary Times, Round & About

## LOCAL AUDIENCE CAMPAIGN:

**Key assets:** Radio advert for Christmas Fayre & Lights Switch-On, programme & map booklet for Lights Switch-On, Christmas Fayre & Lights Switch-On banners & posters

**Outdoor:** Lamp post banners, town centre banners, leaflet distribution, posters on lamp posts, noticeboards, shop fronts, bus stops & on shop counters

**Broadcast:** Kennet Radio 4-week advertising campaign

**Digital:** Social media advertising, Kennet Radio online banner, local social media groups & community pages, Visit Newbury & WBC email newsletters

**Print:** Absolutely Berkshire Christmas Lights special, x 3 NWN HP ads incl. Dear Santa supplement



# OH WHAT FUN IT IS TO RIDE

ON A NEWBURY FESTIVE DAY

12DAYSOFNEWBURY.COM



"ON THE FIFTH DAY OF CHRISTMAS,  
NEWBURY GAVE TO ME..."

# "FIVE OLD THINGS!"

Visit Newbury this Christmas to shop, eat out and explore this idyllic market town, surrounded by West Berkshire's most historic buildings.

Step back in time and watch history be brought to life at the Victorian Christmas Fayre from Friday 3rd to Sunday 5th December.

Oh, "And the Parkway parking is cheap."

12DAYSOFNEWBURY.COM

@VISITNEWBURY



NEW TO NEWBURY FOR 2021

# CHRISTMAS LIGHTS Switch-On FESTIVAL

Saturday 20th November

10am - 5pm

Over 20 FREE festive activities to take part in at Newbury town centre venues

5pm - 9pm

Staged live performances, music & entertainment and lights switch-on

Find out more at  
[visitnewbury.org.uk/christmas](http://visitnewbury.org.uk/christmas)

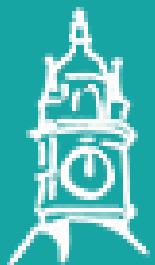




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# COMMITTEES



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## **Marketing Committee**

- Discussions re: initial workshop ongoing – need to consider whether it's feasible to hold before Christmas or whether to hold until early 2022
- Warwick Heskins, Valarie Jerome, Martin Colston, Melissa Hughes, Kirsty Lemberger, Graeme Leech, Harriet Collins, Alex Herbert (Parkway), Katia Laws (Kennet Centre)

## **Events Committee**

- First meeting has taken place – now on hold until early 2022 whilst we focus on delivering the Christmas events.

## **Commercial Committee**

- First meeting will take place in early 2022.
- Warwick Heskins, Richard Farley, Ross Drake, Melissa Hughes, Madeleine Thompson, Katharine Makant

## **Ballot Committee**

- First meeting took place on Friday; next meeting scheduled for Friday 22<sup>nd</sup> October.
- Warwick Heskins, Richard Farley, Ian Batho, Melissa Hughes, Alison Drummond, Madeleine Thompson, Andrew Marmot