



NEWBURY

BUSINESS IMPROVEMENT DISTRICT

CEO'S REPORT

18TH JANUARY 2022



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** – Christmas Campaign completed – update to follow from Kirsty later in the agenda. New Year Campaign underway this month – focused on health & wellbeing plus Veganuary etc.
2. **Local integrated marketing campaigns** – Ongoing. Email newsletters continue to go out monthly – average 60.8% open rate (national average is 19-26%) and 10.1% click through rate (national average is 2.5%). Activity now moved from Christmas events to New Year messaging.
3. **Newbury Town Trails** – Another push on Vegan Map this month in line with Veganuary. Additional trails to follow – project planned for Feb-22.
4. **Great West Way partnership** – Ongoing. Will not renew going forward due to reduced budget.

Project-managed by Melissa:

1. **Website development** – Project planned for Feb-22 to plot out further enhancements.
2. **Community Content Competition** – Planned for Q4 (Mar-May 2022) and included in new Business Plan.
3. **PR and networking** – Ongoing. Monthly column in Newbury Business Today supplement in the NWN is continuing. Excellent relationships being established with local and regional press. Tens of thousands of pounds of earned press coverage in lead up to Christmas.

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** – Will be tackled as part of project to enhance Newbury's reputation as a business destination (starting Feb-22).

Project-managed by Alison:

1. **Town centre enhancements** – Planters, Hello Lamp Post visitor engagement platform, and pop-up visitor information tents to be purchased and installed by Mar-22 (via Welcome Back Fund).
2. **CCTV provision** – Project now completed – a huge amount of work from Alison and Richard Farley to get a wifi enabled, future fit system in place and live before Christmas. Press release has been circulated.

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

KEY PROJECTS & OBJECTIVES:

1. **Town Ranger Scheme** – Not recruiting a replacement Town Ranger now that Shaun has left. A member of BID team is patrolling the BID area each weekday to do visual inspections and report/follow-up on any issues that need to be addressed by relevant authorities.

Project-managed by Alison:

1. **Events and markets** – Christmas Lights Switch-On Festival and Victorian Christmas Fayre were a huge success with lots of valuable learnings – update to follow from Alison later in the agenda. Provisional 2022 Event Plan being drafted to include EasterFest and Newbury Food & Drink Festival. Artisan Market back at end of January. Third quarterly Vegan market taking place on 20 Feb-22.
2. **Christmas experience** – Alison starting to look at options for Christmas lights scheme for 2022 onwards. Christmas Checklist in place for all actions required throughout the year to prepare for Christmas. Additional support will be required going forward if we want to continue to deliver the switch-on as a one-day festival (very well received by businesses).

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: voting intentions.
2. **Visit Newbury commercialisation** – Commercialisation project scheduled to start in Feb-22.
3. **Member forums and training** – Focusing on one-to-one discussions for now. Will host quarterly “Talk of the Town” forums going forward, each with a clear focus. Provisionally planning first one for Mar-22 once we know the result of the ballot.

Project-managed by Alison:

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

Project-managed by Kirsty:

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

Project-managed by Bri:

1. **Retail sector support, inc. Shopsafe** –ShopSafe meetings to start again in Feb-22. Conversations taking place re: voting intentions.
2. **Cardboard collection** – Back to a regular weekly service – well received by businesses.



NEWBURY

BUSINESS IMPROVEMENT DISTRICT

CHRISTMAS CAMPAIGN & EVENTS EVALUATION



NEWBURY

Business Improvement District

CHRISTMAS CAMPAIGN

Activity launch- 18th October – 31st December

| | Reach | Paid Reach | Paid Impressions | Followers |
|-----------|---------------------------|------------|------------------|-----------|
| Facebook | 186,545 (+ 100% vs. 2019) | 156.6k | 699.9k | 11,955 |
| Instagram | 29,749 (+ 100% vs. 2019) | | | 4,091 |

| | Impressions | Profile Visits | Followers |
|---------|-------------|----------------|-----------|
| Twitter | 31,498 | 2,785 | 5,699 |

| | Impressions | Results |
|-----------------|-------------|---------|
| Digital Display | 209,858 | 16,277 |

| | Impressions | Reach | Frequency |
|-------------|-------------|--------|-----------|
| Sky AdSmart | 214,446 | 75,360 | 2.8 |

'Non-measurable' Activity:

Reading Lights Billboard- 4.8m fortnightly impacts (5th busiest train station in UK)

X 3 Bus Supersides- 16-mile route of Newbury w/ excessive dwell time

Print- (NWN 31.9K p/m, Living Berks & Bucks- 24-30K p/m, Berks Primary Times- 170k, R&A – 26.9k)

Digital- Muddy Stiletto, 41.5k p/m
Kennet Radio (ad & web banner)

Earned media coverage:

BBC South Today

ITV News

BBC Berks Radio & Kennet Radio

Muddy Stiletto

NWN, R&A and Living magazine

CHRISTMAS CAMPAIGN

Social Following: 21,745

Top performing social ad reached 81.2k. received 215 likes (significant for a sponsored ad). 28 shares and most importantly. 9k CTR

| | Pageviews | Unique pageviews | Avg. time on page |
|---------|--------------------------------------|------------------------------------|-------------------------------|
| Website | 107,020 (+828.3% vs. 2019 - 11,1532) | 90,494 (+879.37% vs. 2019 - 9,240) | 1.30 (+12.5% vs. 2019 - 1.19) |

Social demographic overview (top 2 most active channels):

Facebook

Gender- 76.1% women vs. 23.9% men

Age range- men & women: 35-44 years (lowering the avg. age from the prev, 45-54 age bracket)

Location - Newbury (37.5%, followed by Thatcham & Reading) N.B Informs us on areas interested in our content & highlights growth eg. LDN 3rd most popular on Insta vs. 9th on FB- target this area more heavily on FB ads as we know this is a key areas for growth)

Instagram

Facebook

Gender- 75.1% women vs. 24.9% men

Age range- women, 35-44 years (lowering the avg. age from the prev, 45-54 age bracket), men, 25-34 years

Location- Newbury (28.4%, followed by Thatcham & London)

Digital Display

Location- Basingstoke (111k+, followed by Donnington & Newbury) N.B. Can't gather data such as gender & age range, but readership from top sites give us good indication of target audience eg. Daily Mail, MSN, Metro, BBC Good Food).

BACKGROUND

- The event has previously taken place on a Sunday due to the Market Place not being accessible on a Saturday because of the Charter Market. Members have complained that there is no benefit for them from having the event held on a Sunday.
- Taking on board members' feedback, we therefore decided to hold the event on a Saturday but develop into a free day-long 'festival' to encourage footfall into town all day ahead of the switch-on moment.

AIM OF EVENT

- Taking on board our short-term and long-term vision, the aim of the event was to:
- Attract more engagement and increased attendance/footfall from the public.
- Attract greater press coverage to further raise profile of Newbury regionally..
- Promote Newbury as a go to Christmas destination by tying into all Christmas activities under the "Christmas in Newbury" umbrella.
- Encourage visitors from further afield to attend than a normal Christmas switch-on would.
- Open-up members' businesses to different audiences / visitors.
- Develop relationships between members and their businesses to grow new partnerships.

KEY STATS

- 20 x BID members/venues participated.
- 20 x FREE activity workshops throughout the day.
- 3,400+ number of attendees at free day activity workshops.
- 35,000 people recorded in town all day.
- 10,000 people attended festival throughout day including 5000+ for the switch-on moment.
- 62,207 people engaged / reached on social media: Facebook event page.
- Budget - £10,000 (expenditure was £9,231.16; income was £1,300 so £7,931.16 spent).
- Equated to £0.92 pence spent on each visitor.
- Average spend of visitors was minimum £25 per person therefore event generated minimum of £250,000 in economic benefit for Newbury but realistically more like £500,000.

RECOMMENDATIONS FOR 2022

- Develop further into a festival.
- Get strategic buy in / support from WBC and NTC
- Undertake survey with BID members to agree best day of weekend
- All Directors & Board to support

SUMMARY

- By developing into a 'festival', the event was hugely successful as not only did it triumphantly achieve our aims, additionally it generated significant local economic benefit and engaged both residents and visitors providing them with social, cultural and educational benefits.
- I therefore recommend that we develop the Festival further in 2022 but with the listed recommendations in-place and full support provided by the Directors and Board.



NEWBURY

BUSINESS IMPROVEMENT DISTRICT

BID 2022-2027



NEWBURY

Business Improvement District

TIMELINE:

- 10 Jan-22** Notice of Ballot was posted to all eligible levy payers (506 in total)
- 11 Jan-22** Business Plan was published online
- 25 Jan-22** Ballot papers and printed copies of Business Plan will be posted to all eligible levy payers
- 27 Jan-22** 4-week voting period begins
- 14 Feb-22** Proxy voter applications must be received by no later than 5pm
- 18 Feb-22** If a ballot paper has not been received by this date, voters can apply in writing for a replacement
- 24 Feb-22** Ballot papers must be received by no later than 5pm to be counted
- 25 Feb-22** Votes will be counted and result will be announced

SUPPORT REQUIRED:

- 1. Conversations with all business contacts/neighbouring businesses** – Notice of Ballot received in post? Business Plan can be viewed online at <https://visitnewbury.org.uk/bid-ballot> Look out for ballot paper and hard copy of Business Plan w/c 24 Jan-22. What will happen if YES or NO vote. Voting intention?
- 2. Feedback any confirmed YES/NO votes to BID team** – Email support@newburybid.com
- 3. Share campaign messages with own networks/contacts** – e.g. link to Friday's article on Newbury Today <https://www.newburytoday.co.uk/business/vote-yes-for-newbury-bid-9235013/>
- 4. Record a video testimonial and share this with us and your own networks/contacts** – now is the time to be an ambassador for the BID!