



NEWBURY

BUSINESS IMPROVEMENT DISTRICT

CEO'S REPORT

19TH APRIL 2022



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2021/22 PROGRESS



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

KEY PROJECTS:

1. **Targeted, integrated marketing campaigns** – Kirsty now working on daycation campaign to include Sky Adsmart, buses and billboards, print, and digital activity. Aiming to attract regional visitors to Newbury for days out over the summer.
2. **Local integrated marketing campaigns** – Easter campaign now completed – promoted via print ads, digital display, social media, email newsletters, correx boards, posters and leaflets. Earned media included press articles and a radio interview on BBC Radio Berkshire.
3. **Newbury Town Trails** – Z-card maps being produced, currently with three different themes – independent retail, vegan (to replace existing vegan map), and dog-friendly venues.
4. **Great West Way partnership** – Not renewed from 1st April 2022 but can pay for advertising/placements if there are any opportunities that would be beneficial.
5. **Website development** – Further enhancements to website pushed back to new term.
6. **Community Content Competition** – Included in new business plan – delivery plan will be worked on over coming weeks.
7. **PR and networking** – Ongoing relationship building. Press releases being distributed every week and stories are being picked up. Frequent requests to appear on BBC Radio Berkshire.

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

KEY PROJECTS & OBJECTIVES:

1. **Vacant units** – Cost of covering ex-Strada windows with vinyl is prohibitive at the moment. Initial discussion with WBC re: meanwhile use strategy as part of Newbury Masterplan delivery – ongoing.
2. **Town centre enhancements** – Visit Newbury gazebos now purchased and can be used by businesses during events – strategy for how we make the most of these will be worked on shortly. Hello Lamp Post up and running – will be widely shared this week. Bunting erected for Queen's Platinum Jubilee. City Dressing have shared some fantastic ideas for enhancing the appearance and appeal of the town centre – not feasible in this financial year but can be considered for the future.
3. **CCTV provision** – New system working well. Funding in place to cover estimated running costs for next three years.

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

KEY PROJECTS & OBJECTIVES:

- 1. Patrolling** – A member of the BID team is patrolling the BID area regularly to do visual inspections and report/follow-up on any issues that need to be addressed by relevant authorities.
- 2. Events and markets** – EasterFest took place over the weekend – several issues which we'll be discussing with LSD this week. Consideration to be given as to whether we want to continue working with them, but this could affect the Artisan Market, Food & Drink Festival, and Victorian Christmas Fayre. Vegan market is continuing quarterly. Working with Corn Exchange to bring The Lips to Newbury this coming Saturday – hope to do more partnership events with them going forward. Events Committee convening to discuss future vision and plan for events. Key strategy will be to act as facilitators, helping other groups/organisations to deliver events in the town centre, as we don't have sufficient resources to organise many events ourselves.
- 3. Christmas experience** – Meeting scheduled to look at Christmas lights scheme for 2022 onwards. Christmas Checklist in place for all actions required throughout the year to prepare for Christmas (already underway). Alison will update on Christmas strategy later in agenda.

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

KEY PROJECTS & OBJECTIVES:

1. **Sector support** – Ongoing. Good relationships built in lead up to ballot. Ballot insights suggest better engagement with retail sector is needed.
2. **Member forums and training** – Will discuss in next part of agenda.
3. **PubWatch & ShopSafe**– PubWatch AGM took place last week. Scheme is strong and engagement is good. ShopSafe AGM taking place this afternoon. Engagement still low and work to be done. BusinessWatch strategy half-day planned for early May to agree plan for moving forward.
4. **Cardboard collection** – Will stop at end of April as we won't have resources to continue it. Will offer temporary alternative for businesses to drop their cardboard to the Kennet Centre service yard – will be communicated this week.



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BALLOT INSIGHTS



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INDEPENDENTS V. NATIONALS:

- 49% of independents in Newbury used their vote compared to 22% of nationals, 37% of vacant unit landlords, and 100% of local authorities.
- 63% of all votes cast were from independents compared to 15% from national chains, 12% from landlords, and 10% from the two local authorities.
- YES range = 67%-88% (independents), 72%-88% (nationals), 65%-85% (landlords), 100% (local authorities).

SECTORS:

- 59% of the total votes cast were from non-retail or hospitality businesses.
- 53% of hospitality & leisure businesses used their vote compared to 50% of healthcare businesses, 50% of members clubs, 44% of hair & beauty businesses, 35% of office-based businesses, and 35% of retail businesses.
- YES range = 86%-100% (healthcare), 83%-90% (hospitality), 78%-89% (leisure), 67%-96% (office), 65%-88% (retail), 52%-66% (hair & beauty).
- From the yes votes we know of, we achieved above 50% YES in every sector.
- Engagement and support from retail sector is lower than we would expect, and we'll be looking at ways to further engage with this sector.