

KEY:

Q1	Jun-Aug
Q2	Sep-Nov
Q3	Dec-Feb
Q4	Mar-May

Must Do
Should Do
Could Do

		Year 1			
		Q1	Q2	Q3	Q4
DISCOVER Newbury: Promote Newbury's reputation and profile as a modern market town.					
Visit Newbury Integrated Marketing & PR Campaigns	Kirsty	Ongoing delivery and evaluation Continue to grow newsletter audience and develop content and design Actively engage on social media Produce video content Monthly hospitality food reviews LinkedIn engagement and sharing Sponsorship of Real Ale Festival	Planning for next calendar year Ongoing delivery and evaluation Budget allocation Continue to grow newsletter audience and develop content and design Actively engage on social media Produce video content Instagram takeover Add 'Linktree' to Instagram and start using Monthly hospitality food reviews LinkedIn engagement and sharing Film Berkshire promotion Video intros for new businesses in the BID	Ongoing delivery and evaluation Continue to grow newsletter audience and develop content and design Actively engage on social media Produce video content Instagram takeover Add 'Linktree' to Instagram and start using Monthly hospitality food reviews LinkedIn engagement and sharing Produce a Newbury guide to have in hotels Video intros for new businesses in the BID	Ongoing delivery and evaluation Continue to grow newsletter audience and develop content and design Actively engage on social media Produce video content Monthly hospitality food reviews LinkedIn engagement and sharing Produce a Newbury guide to have in hotels Lifestyle photography and videos for hospitality campaigns
Visit Newbury Website Development & Management	Kirsty	Strategy for improvement Quarterly review & update	Quarterly review & update	Quarterly review & update	Quarterly review & update
Newbury Online Events Calendar	Kirsty		Introduce easy fill form and charging model	Ongoing management	Ongoing management
Community-Led Marketing Initiatives	Kirsty				
Commercial Website	Kirsty			Research & Planning	Implementation

		Year 1			
Project Manag		Q1	Q2	Q3	Q4
EXPERIENCE Newbury: Provide local residents, visitors, and employees with a consistently first-class, welcoming, safe, and inclusive experience in Newbury					
Events, Town Centre Trails & Specialised Markets	Alison	<p>Research & planning for next calendar year</p> <p>Ongoing project management</p> <p>Agree events strategy with stakeholders and events committee</p> <p>Encourage community groups to put on town centre events</p> <p>Summer events evaluation</p> <p>Re-visit facilitation of Crafty Craft</p> <p>Summer seasonal trail</p>	<p>Research & planning for next calendar year</p> <p>Ongoing project management</p> <p>Agree events strategy with stakeholders and events committee</p> <p>Encourage community groups to put on town centre events</p> <p>Paddington Bear trail - planning</p> <p>Halloween seasonal trail (including pub crawl)</p>	<p>Finalise events programme for next calendar year</p> <p>Ongoing project management</p> <p>Christmas events evaluation</p> <p>Paddington Bear trail - planning</p> <p>Horse / Paddington Bear filled with plastic bottles</p>	<p>Ongoing project management</p> <p>Paddington Bear trail - launch</p> <p>Easter seasonal trail</p>
Christmas in Newbury	Alison	<p>Bulk of Christmas preparation/actions</p>	<p>Final event preparation and event delivery</p>	<p>Evaluation and planning for next Christmas (including Christmas campaign)</p>	<p>Initial Christmas preparation/actions</p>
Visitor Information Services	Kirsty	<p>Hello Lamp Post - launch</p> <p>Newbury Town Trails - project manage and launch Indies Retail + Dog Friendly</p>	<p>Hello Lamp Post - ongoing management</p> <p>Newbury Town Trails - project manage and launch Vegan and interactive map</p>	<p>Hello Lamp Post - ongoing management</p> <p>Visitor Information - feasibility/strategy for pop-up visitor information tent and volunteer ambassadors</p> <p>LoyalFree app to help promote trails</p>	<p>Hello Lamp Post - ongoing management</p> <p>Newbury Town Trails - project manage and launch new trail map and update/reprint existing maps</p>
Safe, Green & Inclusive Initiatives	Alison			<p>Research & planning for 1 x campaign/initiative, e.g. Welcome App for inclusivity / single-use plastic-free Newbury / Purple Flag / Best Bar None</p> <p>Development of a Newbury BID sustainability policy</p>	<p>Launch 1 x campaign/initiative</p>
Other Enhancements	Alison	<p>Ongoing management of commercial space and reporting of town centre issues to relevant authorities</p>	<p>Ongoing management of commercial space and reporting of town centre issues to relevant authorities</p> <p>Develop street trading policy with WBC for commercial bookings development</p> <p>Bi-annual vacant unit audit</p>	<p>Bunting - order and arrange installation</p> <p>Ongoing management of commercial space and reporting of town centre issues to relevant authorities</p> <p>Aerial displays - research & planning</p>	<p>Bunting - erect</p> <p>Ongoing management of commercial space and reporting of town centre issues to relevant authorities</p> <p>Aerial displays - launch</p> <p>Bi-annual vacant unit audit</p>

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PARTNER IN Newbury: Enable partnership working within the local business community, giving businesses a strong voice and creating a thriving town centre for all					
Business Forums & Networking	BID Manager	<p>Monthly business update email</p> <p>Quarterly Talk of the Town</p> <p>Quarterly review & update of BID area of website</p> <p>Relationship building and networking events with wider business, BID, and placemaking communities, plus TV LEP and TVCC</p> <p>Improve monthly business comms</p>	<p>Monthly business update email</p> <p>Quarterly Talk of the Town</p> <p>Quarterly review & update of BID area of website</p> <p>Relationship building and networking events with wider business, BID, and placemaking communities, plus TV LEP and TVCC</p> <p>Annual review & update of levy payers' info pack</p> <p>Info for levy payers re: who to report issues to + general "BID contacts" business card</p>	<p>Monthly business update email</p> <p>Quarterly Talk of the Town</p> <p>Quarterly review & update of BID area of website</p> <p>Relationship building and networking events with wider business, BID, and placemaking communities, plus TV LEP and TVCC</p> <p>Build relationships with landlords and commercial agents</p>	<p>Monthly business update email</p> <p>Quarterly Talk of the Town</p> <p>Quarterly review & update of BID area of website</p> <p>Relationship building and networking events with wider business, BID, and placemaking communities, plus TV LEP and TVCC</p>
Shaping the Future of Newbury Town Centre	BID Manager	<p>Placemaking Strategy</p> <p>Partnership working re: Masterplan</p> <p>Town Centre & Canal Corridor Working Group meetings</p> <p>Quarterly meeting (min.) with NTC and WBC</p> <p>Review planning applications weekly</p> <p>Agreement with NTC re: shared use of Market Place</p>	<p>Placemaking Strategy</p> <p>Partnership working re: Masterplan</p> <p>Town Centre & Canal Corridor Working Group meetings</p> <p>Quarterly meeting (min.) with NTC and WBC</p> <p>Review planning applications weekly</p>	<p>Placemaking Strategy</p> <p>Partnership working re: Masterplan</p> <p>Town Centre & Canal Corridor Working Group meetings</p> <p>Quarterly meeting (min.) with NTC and WBC</p> <p>Review planning applications weekly</p>	<p>Placemaking Strategy</p> <p>Partnership working re: Masterplan</p> <p>Town Centre & Canal Corridor Working Group meetings</p> <p>Quarterly meeting (min.) with NTC and WBC</p> <p>Review planning applications weekly</p>
Shared Services & Initiatives	BID Manager				
Business Training in Key Areas	BID Manager			Research & Planning, e.g. Seedl business training platform	Implementation
Business Crime Reduction Schemes & CCTV Management	Alison	<p>Review & decide re: future of BusinessWatch scheme</p> <p>Ongoing CCTV management</p>	<p>Facilitate setup of independent BCRP</p> <p>Ongoing CCTV management</p>	<p>Facilitate setup of independent BCRP</p> <p>Ongoing CCTV management</p>	<p>Facilitate setup of independent BCRP</p> <p>Ongoing CCTV management</p>

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PARTNER IN Newbury: Enable partnership working within the local business community, giving businesses a strong voice and creating a thriving town centre for all					
BID MANAGEMENT					
Data	BID Manager	Monthly data collection & summary for business update Ongoing database updates	Monthly data collection & summary for business update Ongoing database updates	Monthly data collection & summary for business update Ongoing database updates	Monthly data collection & summary for business update Ongoing database updates
Finance	BID Manager	Ongoing financial management Ongoing budget management BID levy collection Annual filing of accounts Promote voluntary BID Levy membership	Ongoing financial management Ongoing budget management BID levy recovery action Promote voluntary BID Levy membership	Ongoing financial management Ongoing budget management Promote voluntary BID Levy membership	Ongoing financial management Ongoing budget management Promote voluntary BID Levy membership Work with WBC to redesign levy bill template
Governance	BID Manager	Finalise Operating & Baseline agreements Annual Report Monthly Directors and Quarterly Board meetings (with minute-taking) Annual General Meeting and director elections	Monthly Directors and Quarterly Board meetings (with minute-taking) BID Industry Standards accreditation Board Member one-to-ones	Monthly Directors and Quarterly Board meetings (with minute-taking) British BIDs accreditation	Monthly Directors and Quarterly Board meetings (with minute-taking) Board Member one-to-ones
HR	BID Manager	Ongoing management and quarterly development reviews Weekly team meetings and wellbeing sessions Ongoing personal development/training Quarterly team strategy day	Ongoing management and quarterly development reviews Weekly team meetings and wellbeing sessions Ongoing personal development/training	Ongoing management and quarterly development reviews Weekly team meetings and wellbeing sessions Ongoing personal development/training Quarterly team strategy day	Ongoing management and quarterly development reviews Weekly team meetings and wellbeing sessions Ongoing personal development/training Quarterly team strategy day
Office	BID Manager		Finish office sort out	Spruce up our office space	
Strategy	BID Manager	Commercial Strategy	Commercial Strategy		
Systems	BID Manager		Organise Sharepoint files and folders		