

We intend to deliver the following key projects during 2016 - 2017 for our Members

Communication & Support To BID Members

Continue to deliver the weekly e-news bulletin to all BID members and feature one BID member per week (BID Member Spotlight).

Host quarterly networking/briefing sessions for BID members.

Continue to negotiate and offer preferential rates for BID members for a variety of goods and services eg. NCP discounted parking, discounted rates for market stalls. Establish additional group discounts eg. Refuse collection, insurance, utilities and other services.

Continue to deliver and expand the Town Host business liaison visits.

Continue to develop the BID discount card scheme to engage with the widest possible audience.

Continue to make a financial contribution to Shakespeare's England in order to provide discounted membership of the Destination Management Organisation to BID members.

Lobbying

Represent BID members interests and ensure Stratforward is a key consultee on matters affecting the town centre, such as:

Transport

Parking

Planning

Infrastructure

Neighbourhood Plan

Tourism

Events & Entertainment

Organise and deliver the Festival of Motoring, River Festival, Town Centre Food Festival and Fashion Show.

Continue sponsorship and support of key town centre events and promotions eg. Christmas lights, the Shakespeare Birthday Celebrations & the Pride of Stratford Awards.

Oversee the street entertainment system and deliver the Christmas events plan.

Customer Service & Safety

Continue to employ and expand the number of Town Hosts to support businesses, assist visitors, uphold the appearance of the town and oversee street entertainment.

Work with partners to put in place a more formal and enforceable busking code.

Continue to deliver DISC/Bardwatch, ensuring BID members sign up to the initiatives where relevant and receive training.

Continue to work with the Police and Business Crime Partnership members.

Deliver the Town Ambassador Tours, offering free training for BID members frontline staff.

Marketing & Promotion

Continue to develop opportunities with the WiFi marketing platform for all BID members and introduce regular mailings to WiFi users.

Deliver a town app that incorporates a loyalty scheme that would be free for BID members to use.

Develop an annual programme of promotional activity to support all BID members and publicise this activity on the Stratforward website and via WiFi, e-shots and print.

Produce programmes and brochures to support all events and key promotions. Provide BID members with the opportunity to secure discounted advertising in each publication.

Continue to increase activity with focused social media campaigns and promotional radio campaigns.

Continue developing initiatives and campaigns to penetrate expanded and focused target markets.

Develop and grow the consumer panel for Geo Task and provide levy payers with key marketing information.

Expand PR activity and maintain the number of promotional features in key quality publications.

Annual Budget

Income		
Forecasted Retained Surplus		65,000
BID levy	343,700	
Event Income and sponsorship	82,000	
Grants	<u>5,000</u>	
Income for Year		<u>430,700</u>
Total Income & Reserves		495,700
Expenditure		
General overheads	43,300	
Staffing Costs	218,000	
Event Costs	114,375	
Christmas lights contribution	10,000	
Subscriptions	6,565	
Core Marketing/none event specific	22,000	
Security Schemes	4,352	
Town Maintenance Services	5,000	
Member Benefits	5,000	
WiFi Maintenance & Internet Costs	1,508	
Allowance for New Projects	<u>25,600</u>	
Total Expenditure		<u>455,700</u>
Reserves/Contingency		40,000

Performance Monitoring

Monitor and report to BID members:-

Footfall

Zone Analytics

Trading performance figures

Measure and report to BID members:-

Effectiveness of marketing campaigns

Effectiveness of promotional campaigns & events

Contact Us

Get in touch for more information about our services and products

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