

Action Plan 2017/2018

Marketing & Promotion

- > Develop & deliver themed, targeted campaigns to promote Stratford-upon-Avon to locals and visitors, including 2018 Fashion Campaign and Christmas campaigns.
- > Work with partners to refresh the brand identity for Stratford-upon-Avon for the marketing plan and campaign and initiatives.
- > Continue to develop opportunities with the Wi-Fi marketing platform for all BID members and introduce regular mailings to Wi-Fi users.
- > Develop an annual programme of promotional activity to support all BID members and publicise this activity on the Stratforward website and via Wi-Fi, e-shots, social media 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.
- > Develop the BID Discount Card scheme with monthly mailers to BID Discount Card holders.
- > Develop and plan for delivery of key campaigns during 2018.
- > Redevelop the Stratforward website to split information for the consumer and BID businesses.

Town Hosts

- > Continue to deliver the Town Host service and seek ways to expand the numbers of hosts.
- > Ensure the Town Hosts continue to be responsive to the needs of BID members.

Business Support

- > Deliver a package of member benefits to include: discounted parking rates, discounted rates for BID events, and a full package of cost reduction measures through Meercat Associates Limited including utilities costs, telecoms, merchant services and other costs, including commercial waste.
- > Respond to member requests for training on issues affecting their business.
- > Continue to work with Shakespeare's England and provide discounted membership for BID members.

Performance Monitoring

- > Footfall monitoring.
- > Continue to monitor trading performance figures.

Customer Service

- > Continue to employ and develop the role of the Town Hosts to support businesses, assist visitors, and support crime and disorder initiatives.
- > Deliver night-time and daytime safety initiatives (Bardwatch) through Warwickshire Retail Crime Initiative (WRCI) & partner agencies, ensuring BID members sign up to the initiatives where relevant and receive training.
- > Work with partner agencies & other organisations to maintain the appearance of the town.
- > Continue to deliver the Town Ambassador Tours, offering free training for BID member's frontline staff.

Events and Festivals

- > Continue to organise & deliver events that highlight & showcase what the town has to offer. Events and campaigns include: the Festival of Motoring, River Festival, Town Centre Food Festival, Christmas and 2018 Fashion Week (including fashion shows).
- > Work with partners to deliver the Christmas events plan.
- > Continue sponsorship and support of key town centre events and promotions eg. Christmas lights, the Shakespeare Birthday Celebrations & the Pride of Stratford Awards.

Communication to BID Members

- > Continue to communicate regularly with BID members.
- > Continue to host quarterly networking events, briefings & training sessions of value to BID levy payers.

Lobbying

- > Continue to represent the interests of BID levy payers and ensure Stratforward is a key consultee on matters that affect the town centre.
- > Continue to represent BID Members on issues around transport, parking, planning, neighbourhood plan, tourism & visitor economy, and work with property owners and investors.

Company Management

- > To ensure the company continues to be well managed and to continue to reduce costs of operation of the company.
- > Implement a revised board structure to reflect business rates changes.
- > Continue to seek additional sources of income from non-BID Member sources.
- > Ensure that Stratforward has sufficient contingency funds.

Finances 17/18

Income	£	£
Forecast Retained Surplus		71,000
BID Levy	315,500	
Event Income and Sponsorship	112,900	
Grants	3000	
Income for year		431,400
Income and Reserves		502,400
Expenditure		
General Overheads	44,300	
Staffing Costs	206,600	
Event Costs	110,900	
Christmas Lights Contribution	10,000	
Subscriptions	4,300	
Core Marketing / non-event specific marketing	26,000	
Security	4500	
Member Benefits	12,400	
Wi-Fi maintenance and internet	5,300	
Other Projects	6,500	
Total Expenditure		430,500

Busking

- > Continue to work with partners to oversee & manage street entertainment and work with partners to deliver a more enforceable busking code.

Contact

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