



Annual Review

Bishop's Stortford BID

2019-2020



Bishop's Stortford Business Improvement District aims to raise the profile of the town centre as a great retail, tourist and business destination and improve the experience of the town centre for those who visit, live and work in the town.

About Bishop's Stortford BID

Bishop's Stortford BID is the business improvement district for the town centre. We are a not-for-profit organisation which is funded by businesses in the designated area. Our key objective is to deliver **additional** support and services to the town centre businesses.

Launched in October 2018, the BID was voted in for a 4.5 year term to deliver an agreed Business Plan. Business premises with a rateable value of £10,000 or above, within the set area, pay 1.5% of their rateable value into Bishop's Stortford BID through an annual levy. There are just over 330 businesses within the BID area, coming from a variety of sectors. The BID levy amounts to around £200,000 a year, which is used to fund the three key areas as per the Business Plan:

- **Marketing & Events**
- **Parking & Accessibility**
- **Backing Business**

Our first year has seen us make great progress in all areas of the Business Plan, including staging events in the town centre, forging relationships with key stakeholders, supporting businesses and more. The arrival of Covid-19 in March has made the recent months a challenge for us all and as such we have adapted and revised our plans to ensure the support for businesses is relevant for the current time.

A message from the Chair

I think it's fair to say that 2020 is without question the most difficult business trading conditions in living memory, so I can understand that at this point in time you may feel reflecting on the BID'S efforts to date is irrelevant and pointless. Everyone's plans have been laid bare and the future is uncertain.

We too have had to pivot on a sixpence, cancel planned events, networking opportunities and training courses! Instead we provided security guards to keep our businesses safe during lockdown, create and distribute resources to help businesses re-open safely and work closely with EHDC to get much needed grants out as quickly as possible.

I've always believed and now more than ever the existence of our BID is essential. I have no doubt the coming year is set to be a rocky one and we will all need to pull something special out of the bag to make it through.

The last year though has seen us build on important relationships with many key stakeholders within our town and the surrounding area and given us a voice that had previously lacked. That voice will be used to take advantage of new opportunities and fight our corner on matters like parking, infrastructure and major town centre developments.

We are committed to using those relationships together with BID's resources now available to us plus our own unique initiatives to enhance the businesses communities trading conditions.

Our efforts will need to be more creative and flexible than ever in a post COVID world, but our aim to create an environment that means you're business thrives, with support to help you reach your goals and a collective voice that is heard and acted on still remains as true and strong as ever.



Karen Burton,
Chair of Bishop's Stortford BID

The Team & Financial Report

Meet the Team

Bishop’s Stortford BID is governed by a voluntary board of Directors and funds one part time BID Manager to deliver the Business Plan. The Board represent the cross-section of the BID’s levy payers and are focused on driving forward all areas of the Business Plan.

BID Manager: Gina Thomas

BID Directors:

Karen Burton, Karen’s Cakes
Sam Cook, Nockold’s Solicitors
Glenn Armon Jones, Barrow LLP Chartered Accountants

BID Board Members 2019 – 2020:

Judith Bates, Premier Travel
Katie Bradshaw, Coco’s Chocolaterie
Perry Colman, Elements Stortford and Urban Spa Stortford
Sinead Corr, Bishop’s Stortford Independent
Sara Farnsworth, Waitrose Ltd
Lynda Foster, Go2Ex
Kathryn Hughes, Fashion Flooring & Interiors
Graham McAndrew, East Herts Council
Roy Parrish, The Gin Palace
Michael Smith, Jackson Square Shopping Centre
Lindsey Trundle, Click Click Studio

Income and expenditure

For the Period to 25 April 2018 to 31 March 2020

Summary	Income £	Expenditure £	Balance £
Overheads	58,121	56,352	1,769
Marketing	72,651	11,447	61,204
Events	72,651	26,961	45,690
Parking & Accessibility	58,121	4,712	53,408
Backing Business	14,530	5631	8,899
Contingency	14,530	1339	13,191
TOTAL	290,603	106,441	184,161

The balance of funds remain in the BID account and will be put towards future initiatives and spent as per the Business Plan objectives.

Marketing & Events

We are also made initial steps towards Purple Flag status for the town. This particular project will take around 2 years to complete.



We were delighted to sponsor a new category at the Indies in 2019, the Customer Service award. Recognising the fabulous businesses we have in the town is something we are very proud to do.

2019 – 2020 In Review

Parking & Accessibility

Parking Marshals – During Christmas 2019 we arranged parking marshals for Jackson Square car park on Fridays, Saturdays and Sundays

Promoting Local Parking Options – a leaflet detailing all parking options in the town was produced and distributed. The Chantry Road parking scheme for businesses was widened to allow more town centre workers to be able to use it, thanks to a request from the BID.

Backing Business

Joint Purchasing Scheme – we have partnered with BID expert Meercat Associates to deliver a range of cost savings for businesses.

Information Awareness – a business directory has been created on the BID website

Training – fully funded digital skills training for businesses has been provided by the BID.



The BID has been liaising with East Herts Council to see what can be done about parking across the town. Both to help town centre workers park and to enable shoppers to be able to find a space easily. In addition we are working with the Town Council and Herts County Council regarding the pedestrianisation of South Street to ensure the businesses voices are heard.



To reassure visitors to the town centre, we provided parking marshalls for the busiest car park during key Christmas shopping weekends. They provided assistance to allow customers to exit promptly and helping to manage gridlock situations to ensure traffic could get moving quickly.



Helping businesses save money is a key way we can make a difference. The BID partnered with industry recommended company Meercat to deliver cost savings across energy, phone, water, payment systems and more.



Attending events like Bishop's Stortford Means Business is a great way we can network with local businesses and spread the word about the BID.

2020-2021: Looking ahead ...



Changing Times

We find ourselves in a position nobody expected and it's therefore vital we review our plans, adapt accordingly and look to find the new opportunities out there. The BID has re-prioritised and drawn up a revised plan of action as we **deliver events** in a different way, **market the town** as a safe and welcoming place to visit, **support businesses** with the skills and knowledge required to adapt through fully funded training and ensure visitors can reach the town by looking at **parking and accessibility**.

Covid Secure Support

It's still vitally important all businesses are following the latest Government guidance for their sector. The BID are here to support businesses with this, from supplying funded resources, signposting latest news and advice and working with the stakeholders in the town to ensure all areas are safe and welcoming.

Putting the Spotlight on Bishop's Stortford

Showcasing what we have in town, with our fantastic range of independent retailers, a great selection of national chains, a choice of eating and drinking venues, fun leisure activities, hair and beauty offerings and a dedicated number of professional and financial services is now a main priority for the BID. With people looking to shop and stay closer to home we must make sure local residents know what is on offer. We'll be putting together a marketing campaign involving print media, showcase videos and social media coverage to spread the word. Working together, supporting each other we can all help to promote our town.

How you can get involved with the BID

Bishop's Stortford BID is a business led organisation and we welcome all feedback, suggestions and comments from levy payers. Your input will help ensure we are delivering relevant and useful support and opportunities. By being proactive you will be aware of all initiatives you can get involved with. Working together we can achieve more. If you'd like to find out more about the work of Bishop's Stortford BID please get in touch.

Check the Website

We keep our website up to date with the latest news and information



Follow us on social media

Facebook, Twitter and Instagram for all the latest news and opportunities.



Subscribe to the newsletter

We send monthly e-newsletters with useful information. Sign up via our website.



Meet with the team

The BID team and Directors welcome meetings with levy payers.



Website: www.bishopsstortfordbid.co.uk

Facebook: www.facebook.com/BishopsStortfordBID/

Twitter: www.twitter.com/StortfordBID

Instagram: www.instagram.com/bishopsstortfordbid/

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