

BID MEMBERS VIRTUAL GET TOGETHER

24 MARCH 2021



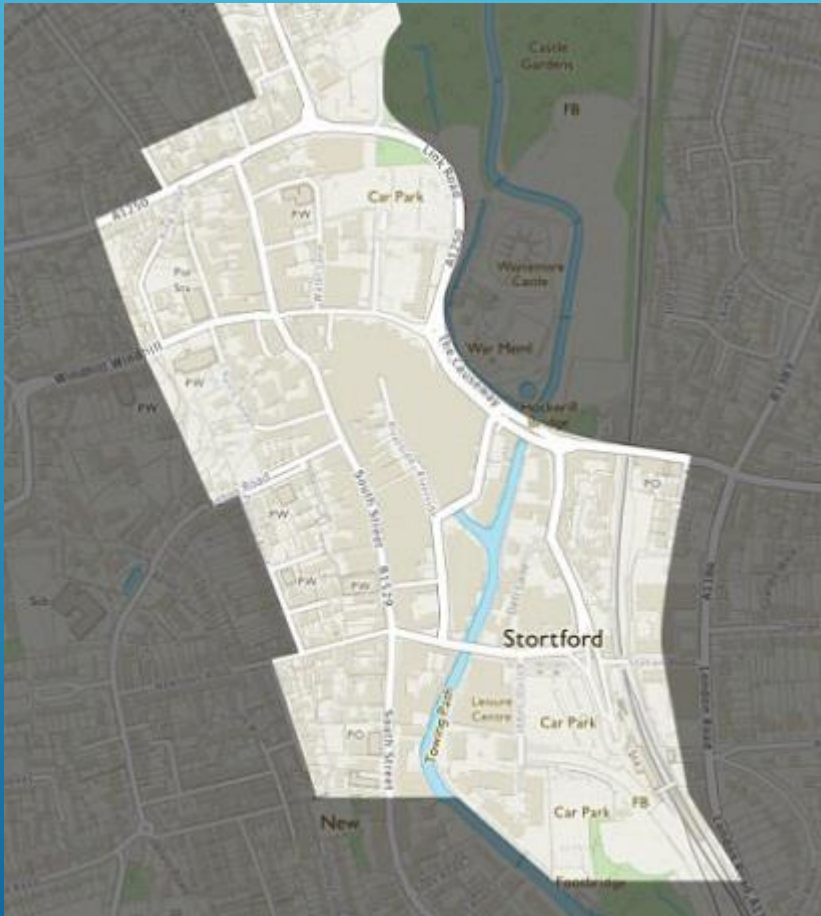
WHO ARE WE?

"A Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area"

(quoted from BritishBIDs).

- ▶ A proven way of providing funds to deliver additional services that local businesses believe will enhance the trading environment.
 - ▶ BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.
 - ▶ Led by local businesses. It is not a replacement for local authority and police services. Instead it provides useful additional resources and initiatives.
 - ▶ Over 300 BID's in the UK.
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WHO IS IN THE BID?



- ▶ 340 Levy payers made up of:
 - ▶ 1/3 Retail
 - ▶ 1/3 Business
 - ▶ 1/3 Leisure

HOW IS THE BID MANAGED?

- Not-for-profit company limited by guarantee
- Governed by a board made up of 14 BID levy payers representing the BID area.
- 3 Directors
- BID Manager employed to deliver the voted in Business Plan



Karen Burton
BID Chair
Proprietor Karen's
Cakes



Glenn Armon Jones
BID Director
Partner, Barrow LLP
Chartered Accountants



Sam Cook
BID Director
Principal Associate,
Nockold's Solicitors



Gina Thomas
BID Manager

01

Marketing &
Events

02

Parking &
Accessibility

03

Backing
Business

BUSINESS PLAN: 3 KEY FOCUS AREAS

Read the business plan in full: <https://bishopsstortfordbid.co.uk/levy-payers/downloads/>



2020/21 HIGHLIGHTS



BACKING BUSINESS

OPEN FOR BUSINESS



[Click here for details](#)



Covid-19 Business Grants

Register your business details with East Herts Council NOW.



EVENTS & MARKETING



EVENTS & MARKETING



BID BISHOP'S STORTFORD

Supporting our town centre through the crisis

The last few weeks have been the most challenging time that many of us can remember. The coronavirus situation is rapidly evolving with new advice and guidance being issued daily. Bishop's Stortford BID will continue to support town centre businesses through the crisis and work towards a time when the high street can reopen. In the meantime, we can all play our part by staying home, protecting the NHS and saving lives.

Sending thanks

A huge thank you to all the key workers who are continuing to serve the community and keep our town running during the Covid-19 pandemic. And thanks to everyone who is lifting the town out of the shadow of hope.

Shopping local

At the time of writing, all non-essential retailers are closed and many town centre businesses have been severely impacted by the crisis. We're lucky to have such a variety of shops, restaurants, cafes, bars and leisure facilities in Bishop's Stortford. They will need our support more than ever to bounce back afterwards. Please shop locally whenever possible.

Supporting businesses

The government has announced an unprecedented package of measures for businesses, employers, employees and the self-employed. We're supporting our members through these difficult times by providing all the latest information and advice. Visit www.bishopstortfordbid.co.uk

Business Improvement District

Bishop's Stortford
Independent
bishopstortfordindependent.co.uk
01279 216

section of the BID website to find out more: bishopstortfordbid.co.uk/coronavirus

Protecting the town centre

In order to safeguard town centre premises during the lockdown period, the BID is funding two security guards to patrol the streets each night, working alongside local police.

Looking ahead

For more information about how we're supporting local businesses at this challenging time, visit bishopstortfordbid.co.uk and follow us on social media. Any questions?



EVENTS & MARKETING



PARKING & ACCESSIBILITY





2021/22 PLANS



DISCOVER STORTFORD

TOWN & CITY GIFT CARDS



Bishop's Stortford BID

Posted by Buffer

2 Mar · 🌐

Taking the town by storm! It's a pleasure to see a flourishing business in this climate [Stock Florist](#) 🌸
... See more



👍❤️ 27

4 comments 1 share

👍 Like

💬 Comment

➦ Share

PAYMENT METHOD

Check IN & Check OUT



Don't know how long you are likely to be?

Simply choose the Check IN &
Check OUT option and follow
the instructions on the machine

- Check IN - Enter correct **REG NUMBER**
and payment card at the machine.
- Check OUT - Re-present the same
payment card at the machine. If not,
Check OUT will occur automatically
after 5 hours or at end of chargeable
hours if sooner.

ONLY PAY FOR
THE PARKING TARIFF USED



BID REOPENING ROADMAP

STAGE 1

(before reopening)

- Discover Stortford - plan
- Click it Local – continued marketing and shop sign up push
- Closed facebook page for levy payers set up
- Levy payers survey
- Virtual Training
- Virtual What's in it for me
- Updated Grant Information
- Covid Secure Assessments
- Provision of hand sanitiser and resources

STAGE 2

(reopening non essential retail)

Potentially 12 April onwards:

- Discover & Save car park scheme.
- Check in / check out video car park video and promo.
- Gift Card Launch.
- Covid Safe promotion of the town.
- Discover Stortford promotion
- Who is open for business promotion, and how you can still support closed businesses.

STAGE 3

(reopening
next phase)

Potentially 17 May onwards:

- Covid Secure assessments and supplies continue
- Promotion of next stage of businesses allowed to open
- Spring mailing to residents
- Start planning of larger events for later in the year

STAGE 4

(relaxation of
all rules)

Potentially 21 June onwards:

- Welcome back to the town promotion
- Discover Stortford promotional event
- Confirm first big event – Gindependence Day
- What's in it for me (levy payer event) organised



DISCOVER STORTFORD PLAN



- ▶ New social media strategy
- ▶ New website
- ▶ Marketing campaign may include:
 - ▶ Promotion on car park tickets
 - ▶ Banners on lampposts in the town centre
 - ▶ Spring newsletter to residents
 - ▶ Local press advertising

Covid Secure Assessment

Reopening Resources

Discover Stortford - Promotional opportunities

Join the virtual high street with Click it Local

Be a part of the town centre gift card scheme

Restart Grant advice

**WHAT'S IN IT
FOR YOU?**

Several white diagonal lines of varying lengths and thicknesses are positioned on the right side of the slide, extending from the middle towards the bottom right corner.

HOW DO I GET INVOLVED?





BISHOP'S STORTFORD BID

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BID Manager

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