

Plans for renewal of the Bishop's Stortford Business Improvement District

Information sheet 4

Final project plans being drawn up

Update

As part of the possible renewal of the Bishop's Stortford BID, this information sheet outlines the town centre projects for the next five years, following detailed feedback from a range of local businesses.

There is still time for you to provide your feedback via the following link:

www.surveymonkey.com/r/BSBID

Those businesses who have so far provided their feedback indicate strong support for renewing the BID and have identified the following priority projects for a future business plan:

You are also invited to the launch of the BID proposals, which is due to take place at Skew, 4 Adderley Road at 6pm on Wednesday 17th August, so please diarise this date.





THEME ONE

Marketing & Promotion of Bishop's Stortford

THEME ONE Marketing & Promotion of Bishop's Stortford

As informed by current business feedback, the BID would:

Seize the major opportunities to develop a compelling & coordinated strategy to take the marketing & promotion of the town to the next level. To include:

- Arranging a number of marketing & promotional campaigns to positively project the town centre to a wider audience
- Creating a new library of professional town centre photos for our businesses and partner organisations to use to promote the town
- Build on the Discover Stortford brand to underpin varied marketing & promotional activity
- Creating specific campaigns to increase footfall during currently quieter trading periods.
- Identify target catchment areas where we consider that we can generate more incoming visits and develop a marketing campaign accordingly
- Developing a wide range of digital and social media activity, to include increasing the reach and effectiveness of existing channels and creating new promotional opportunities
- Put the spotlight on individual businesses within the town centre and collectively market our retail, hospitality and leisure offer.
- Improving the Discover Stortford website and associated marketing activities
- Lobbying, representation and championing of the town centre to encourage more funding and investment
- Monitoring, to include measures to assess the impact of the range of our marketing activities
- Working with local partner organisations on an improved range of joined-up activities to increase overall town centre visitor numbers



For further information, please contact: **Chris Gregory – Heartflood Ltd**

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THEME TWO Bishop's Stortford events

As informed by current business feedback, the BID would:

Ensure that new events & street entertainment are developed specifically for the town centre and that businesses benefit more from existing events. To include:

- Building more activity, examples could include Restaurant Week, Easter egg trail and Halloween themed events
- Develop Gindependence Day into an annual event
- Creating a package of diverse entertainment, such as music and street theatre across the town centre
- Creating more activities over the Christmas period
- New events to help draw footfall in traditionally quieter times
- Continue to work towards achieving, and then maintaining, Purple Flag status. This will support the night time economy and demonstrate Bishop's Stortford is a destination for a safe night out
- Ensuring that promotional activities focus on attracting more visitors to events
- Establishing a series of trails to ensure that visitors are encouraged to explore all areas of the town centre, so spreading footfall more evenly across the town
- Working with local partners to ensure that town centre businesses benefit more from the events which take place within the town
- Liaising with other partners who operate town centre events to ensure maximum benefit for businesses

Please note that the figure above includes the budget headings of Other key projects, Administration & overheads & Contingency, as detailed within the five-year budget.

THEME THREE Supporting Bishop's Stortford businesses

As informed by current business feedback, the BID would:

Ensure that everything the BID does is always designed to support and develop businesses in Bishop's Stortford and create an even stronger local business community. To include:

- Working with a range of partners to champion the provision of car parking permits for the staff of town centre businesses
- Creating projects to champion and represent Bishop's Stortford business views
- Strongly developing the influencing role of the BID to ensure more effective partnership with the three Councils and other key bodies over the implementation of business priorities
- Encouraging better use of the walking routes into the town centre
- Communicating issues which affect businesses more effectively
- Ensuring that we recycle the local pound by selecting town centre businesses to support BID projects
- Harnessing the collective power of town centre businesses in influencing further tangible town centre improvements
- Holding local partner organisations to account on matters which are important to Bishop's Stortford businesses
- Improving business to business communication, including more networking events
- Lobbying for ongoing car parking improvements and improved parking signage
- Maintaining the presence of a BID Manager to professionally oversee the work of the BID to the highest possible standards
- Producing and distributing regular updates to local businesses, to include information on the economic performance of the town centre
- Lobbying transport authorities to make them aware of the impact of business disruption from multiple town centre roadworks
- Introducing a cardboard recycling scheme and paper shredding service for businesses.

Please note that the figure above includes the budget headings of Other key projects, Administration & overheads & Contingency, as detailed within the five-year budget.



THEME FOUR Bishop's Stortford **Place making**

As informed by current business feedback, the BID would:

Introduce a number of new and ongoing measures to improve the appearance of the town centre, so creating a much more attractive place to visit. To include:

- Create a mission statement to help us shape Bishop's Stortford to be the town visitors and businesses want it to be.
- Comprehensive review of the current street scene, including paving, landscaping and street furniture. Liaising with the necessary authorities to make improvements and funding where appropriate.
- Arranging annual deep cleansing of the streets, including chewing gum removal
- Funding the introduction of new floral and landscaping features throughout the town centre – to be discussed with the town council first
- Improving the look and feel to increase dwell time, through the use of seasonal features such as banners & bunting
- Monitoring and making focused improvements to problem areas of the town centre
- Making much more of the range of heritage features and history of the town, including enacting both physical & electronic heritage trails
- Creating connected spaces, linking all the town together with a consistent look and feel. Working towards making the town centre more pedestrian friendly
- Working with partners to identify areas which need improved lighting
- Improving way finding around the town

Timetable to the ballot

17th August	Business Plan launch
1st September	Businesses will be given formal notice of the BID renewal ballot
15th September	Ballot papers will be issued to businesses along with a copy of the Business Plan and a reply-paid envelope to use when casting your vote
13th October	All postal votes need to be received by 5pm on this date in order to qualify to be counted
14th October	Ballot result announced

A reminder of how the ballot works

There are two critical elements to the BID renewal ballot. If a simple majority of the votes cast is in favour of the BID AND 2) that majority represents 50% or more of the total rateable value of the businesses casting a vote, then preparations will begin to continue the work of the BID, with levy invoices being issued immediately before.

