



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

Information sheet 5

BID Business Plan launched!

Update

Following the previous four information sheet regarding the possible renewal of the Business Improvement District (BID) in Bishop's Stortford, this is the fifth of a series of updates on the proposals.

Possible BID projects

As part of the development of a BID renewal proposal for the town, the priority project areas which have been suggested by businesses have been included within a Business Plan, which was launched on 17th August and which is available to view at www.bishopsstortfordbid.co.uk

The proposals at a glance



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 and coordinated strategy to take the marketing and promotion of the town to the next level.



Budget

£225,000
over five years

To include:

Arranging a number of marketing & promotional campaigns to positively project the town centre to a wider audience with a focus on currently quieter trading periods.

Creating a new library of professional town centre photos for our businesses and partner organisations to use to promote the town.

Building on the Discover Stortford brand to underpin varied marketing & promotional activity including the website.

Identifying 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.

Putting the spotlight on individual businesses within the town centre and collectively market our retail, hospitality and leisure offer.

Liaising with key stakeholders to lobby, represent and champion the town centre to encourage more funding and investment.

Monitoring, to include measures to assess the impact of the range of our marketing activities including benchmarking and feeding back.

Working with local partner organisations on an improved range of joined-up activities to increase overall town centre visitor numbers.

Theme Two



Budget

£245,500
over five years

To include:

Developing new events and growing existing events, such as Gindependence Day and town trails.

Creating a package of diverse entertainment, such as music and street theatre across the town centre, focussing on traditionally quieter periods and peak traditional periods such as Christmas.

Continuing 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.

Working with other local partners to ensure that town centre businesses benefit more from the events which take place within the town.

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.

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 to create an even stronger local business community.

Budget
£145,000
over five years



To include:

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, tangible town centre improvements and impact of business disruption from multiple town centre roadworks.

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.

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Holding local partner organisations to account on matters which are important to Bishop's Stortford businesses.

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 and comply with necessary regulations.

Producing and distributing regular updates to local businesses, to include information on the economic performance of the town centre.

Introducing a cardboard recycling scheme and paper shredding service for businesses.

Working with a range of partners to champion the provision of car parking permits for the staff of town centre businesses.

Providing training sessions on relevant subjects for businesses.

Offering a friend of the BID scheme to businesses wishing to join.



Budget
£215,000
over five years

To include:

Creating a mission statement to help us shape Bishop's Stortford to be the town visitors and businesses want it to be.

Undertaking a comprehensive review of the current street scene, including paving, landscaping and street furniture. Lobby with the necessary authorities to make improvements and add funding to additional schemes.

Working with local authority to arrange an annual deep cleansing of the streets, including chewing gum removal.

Carrying out quarterly town centre reviews to assess any problem areas and report to the appropriate authority.

Promoting the heritage features and history of the town, including enacting both physical & electronic heritage trails.

Looking at connecting spaces, linking all the town together with a consistent look and feel. Working towards making the town centre more pedestrian friendly and identifying ways to help people navigate the town centre.

Working with partners to identify areas which need improved lighting.

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.

A reminder of the proposed timings

The proposals are for the following timetable to be adopted:

Month	Key milestone
15th September	Ballot papers issued
13th October	Last date by which ballot papers need to be returned
14th October	Result announced

Key business feedback

Following a recent survey, we received 81 responses from businesses and organisations and the main feedback is as follows:

Impact of the BID so far

The respondents consider that a BID has had a significant impact on the town, as indicated by the following responses to the question

“Overall, how would you rate the impact of the BID in improving Bishop’s Stortford?”

Answer	Responses
No impact	10%
Some impact	46%
Considerable impact	34%
High impact	10%

Ongoing benefits of a BID

The respondents consider that a renewed BID term would bring very significant benefits to the town centre, as indicated by the following responses to the question

“How far do you think the town centre might continue to benefit from the additional spend raised via the BID?”

Answer	Responses
Not at all	9%
Somewhat	27%
Quite a lot	43%
Hugely	21%

Willingness to be within a BID boundary

A significant majority of respondents consider that they would wish to be situated within a BID area, as indicated by the following responses to the question “Do you think that your part of the town centre should continue to be included within the area of the BID if the BID renewal is supported?”

Answer	Responses
Yes	82%
No	10%
Undecided	8%

