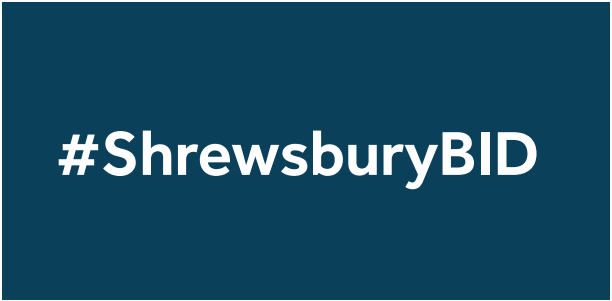


ANNUAL REVIEW

2021
2022





WELCOME

Annual Review 21/22

Welcome to the 2021-22 Shrewsbury BID Annual Review.

The past 12 months have once again been something of a rollercoaster, with the obvious high point being the end of legal restrictions due to the pandemic - meaning we can all finally trade freely. However, we can't ignore the international events which are having knock-on effects for all of us, whether through rising costs or difficulties with supply chains and staffing.

We were also hit with flooding yet again, although it was heartening to see how quickly the town bounced back - with our business owners yet again demonstrating their amazing resilience and determination in the face of such a difficult situation.

As you know, Shrewsbury BID is here to represent its members for the good of us all - and I truly believe we are much stronger when working together.

We have represented your views on a range of issues this year - including the continuation of weekend road closures, making the heart of the town a more pleasant environment, encouraging people to spend longer in the town centre.

We have worked with partners on high-quality infrastructure, such as the new waymarking columns which are designed to the same standards as similar initiatives in Bath or York.

We have provided a wide range of training and mentoring workshops, enabling our members to improve their skills to help promote and market their business.

And as always, we have been working very hard to bring the town centre to life following so many months of lockdowns and restrictions - arranging family-friendly activations in The Square, outdoor screenings of sports events and live music across the town, as well as brightening up those previously unseen corners with the fabulous mini-mural trail which transformed telephone and internet cabinets.

This last year has flown by and I have once again been humbled and inspired by how businesses in Shrewsbury continue to support each other.

Finally, I would like to thank the Shrewsbury BID team for all their endeavours, and also every member of the BID board for their dedication throughout the year - now let's get ready for whatever the next 12 months may have in store!

Mike Matthews, Chair of Shrewsbury BID



Mike Matthews, Chair



Seb Slater, Executive Director

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1. PROMOTING & ANIMATING

The spring and summer of 2021 brought real hope that Covid restrictions would soon be behind us, with shops reopening in April and hospitality businesses following in May.

The focus of Shrewsbury BID's promoting and animating activity was still on outdoor activity to ensure people could gain the confidence to enjoy spending time in the town centre once again.

The Square was the focal point for the first major activity since the lifting of restrictions, with families invited to take part in a giant chalk street art project and enjoy traditional street games. The streets were alive with music as local musicians provided a relaxed atmosphere which encouraged people to stay in the town centre longer - increasing dwell time and spend with businesses. We worked with The Hive to bring a series of five exciting and unique events to St Alkmund's Churchyard and the Square.

Later in the year a yurt, complete with comfortable sofas and entertainment, appeared in The Square as part of a new initiative called Sofa Sundays - again, designed to give people another reason to come into the town centre and stay for a longer period of time than they otherwise would.



The mini-murals that have popped up across town, supported by the BID, have really added a burst of colour and brightness into a rather gloomy time of year. The vast variety of styles, designs and themes really showcases the talent of local Shropshire artists.

Mike Gries, Subway franchisee in Claremont Street

The castle grounds were once again used to their full potential, with outdoor screenings of Wimbledon and family-friendly films, as well as performances by a variety of musicians including a performance by Shrewsbury Symphony Orchestra which was attended by a capacity crowd in beautiful sunshine.



Alongside these events, we have continued to work with Shrewsbury's fantastic artistic community on a series of projects to inspire and delight visitors, raising the profile of the town as an interesting visitor destination.

We put a call out to budding artists across Shrewsbury to draw animals for the flags along High Street to link in with the Great Big Art Exhibition across the UK and the town's link to Darwin. We received more than 700 submissions.

Light has been a central theme - Shrewsbury Railway Station has been lit up to celebrate the NHS, the Market Hall has been transformed into an ever-changing canvas with light projections commemorating Charles Darwin and Valentine's Day amongst other things.

Shrewsbury's own Joe Whale, aka Doodle Boy, and projectionist Andy McKeown were featured on national television with their unique collaboration to beam Joe's artwork onto the walls of St Mary's Church in realtime.

Continuing the artistic theme, one of the most visually-appealing projects undertaken this year was the Mini Mural Trail, which saw 14 telephone and internet cabinets being given colourful makeovers by talented Shrewsbury artists. This was featured on BBC Midlands Today and attracted a huge amount of attention and positive feedback from shoppers, residents and visitors alike.



To celebrate Shrewsbury being back open, we created a video featuring Shrewsbury business owners and managers reciting a poem about our town.

As we moved into the darker nights of autumn, Shrewsbury BID put its support behind a brand-new event - Shrewsbury Cocktail Week - which helped to celebrate the town's flourishing cocktail scene and provided a welcome boost for our night-time economy as a whole. Hundreds of people bought festival tickets, with venues reporting a marked increase in customers, and plans are already underway to make it a regular event in the Shrewsbury calendar.

Christmas is always an important time for retailers, and 2021 was especially important considering the impact of the pandemic on the previous year. As well as the traditional activities of installing a special postbox for letters to Father Christmas and a large tree in The Square, Shrewsbury BID was able to commission a professional film to promote the town centre's Christmas offering.

The heartwarming film telling the story of a young girl being shown the sights of Shrewsbury by a magical drummer boy was a huge success

- reaching more than 182,000 across the world and attracting hundreds of positive comments.

We also teamed up with Shrewsbury Business Chamber to help promote and coordinate the Christmas Shop Window Competition, which was very well supported with dozens of shops taking up the challenge to make their windows as bright and festive as possible.

Talking of windows, the past 12 months have seen the continuation of our campaign to revitalise empty unit windows - not only with artistic displays but also with engaging historic information. Units in Pride Hill and Mardol which have been given new life as "windows into the past", showing how the streets looked in years gone by, have proven extremely popular.

And there is more to come! A number of projects which began over the past 12 months are coming to fruition this year, all funded through Shropshire Council's Economic Recovery Programme - we have commissioned a new website for the public-facing Original Shrewsbury brand, people will be able to explore more of the town using a heritage trail, and a new walking and cycling map is being produced.



“

Shrewsbury has a fantastic collection of venues, and the cocktail scene is really thriving, so we wanted to celebrate that – and spread the word further afield that the night-time experience here is worth seeking out. Considering it was an entirely new event, we are really pleased with how Shrewsbury Cocktail Week was received.

Darren Tomkins, of Gindifferent

4. SOCIAL MEDIA STATISTICS

2021/2022
Annual figures

It's been the best year ever on the Original Shrewsbury website and social media channels.

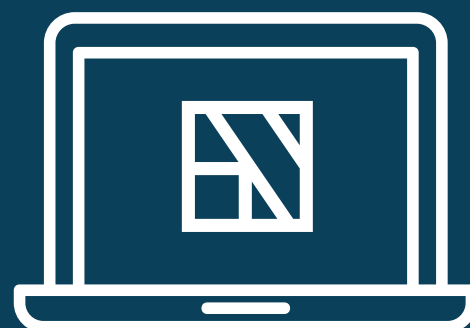
6.6 MILLION

Combined social media reach of Original Shrewsbury Facebook, Instagram and Twitter platforms with over 400,000 engagements (48% increase on pre-covid)



800,000

Original Shrewsbury Website page views with over 325,000 users (17% increase on pre-covid)



522

Number of articles in local, regional and national press, including BBC Midlands Today and Birmingham Live.



2. SUPPORTING & ENHANCING

Supporting our members has never been more important than in recent years as we battled back from the pandemic - and now in the face of growing global economic uncertainty.

Over the past 12 months, we expanded our training programme to provide more mentoring and expert advice workshops than ever before. The programme provided extensive in-depth training covering all aspects of retailing and online marketing, with the end goal of providing traders with the tools, skills and support to help them become even more successful.

It's all part of an ongoing campaign to help businesses upskill their team and get back on their feet, partially funded by the Invest in Shropshire Economic Recovery Programme - with hundreds of people now having taken part.

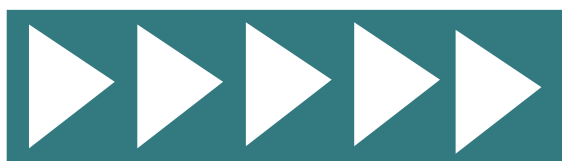
We've continued our work to keep Shrewsbury safe, working with police, partners of Team Shrewsbury and local businesses in the Shrewsbury Watch network to monitor and address anti-social behaviour and crime, including identifying and limiting access to a number of doorways. We have also facilitated the removal and storage of abandoned items through strong partnerships with the police and key partners.

We've also responded to high profile problems such as the national increase in reported spiking cases. As part of continual work to maintain Purple Flag status, and as part of our work on Shrewsbury Pubwatch, we have created an anti-spiking campaign within venues, as well as with West Mercia Police to promote anti-spiking, and exploitation and vulnerability training for Shrewsbury's night time economy. Recent tragic river incidents have sparked a partnership response with Shrewsbury BID leading on communications to discourage people from walking by the river at night.



We had our first training session with Fran and it was excellent. Lots of great ideas that were really useful, with lots of suggestions to work on, and we are already looking forward to the follow up!

Belinda Griffiths, of Wyle Blue World



2021 saw the launch of our Visitor Survey, a fantastic tool for measuring the experience of people visiting Shrewsbury, and something that highlights areas for improvement and project ideas, as well as what we're already doing well as a town!

One of the happiest moments of 2021 was being able to relaunch the Original Shrewsbury Ambassadors project, with volunteers once again out on the streets, resplendent in their blue outfits, ready to help visitors make the most of their time in the town centre.

Town ambassadors have been hugely successful in other parts of the country, and are one of the many ways we are helping to improve the visitor experience here in Shrewsbury. Another part of that has been the long-awaited introduction of more than 20 wayfinding totems, installed as part of the ongoing work of Shrewsbury Big Town Plan partners.

This kind of high-quality infrastructure, more commonly seen in popular city and tourism destinations such as Bath and York, is a welcome addition to the town centre, encouraging people to discover the whole town at their own pace.

As well as bringing new additions to the town's streetscape, we have been working hard to improve the overall look of the town centre by undertaking a street cleaning programme over and above the usual cleaning provided by the council.

We have also taken the first steps to forming a Business Flood Forum for Shrewsbury to communicate plans around flooding resilience, as well as lobbying for flood action on behalf of businesses.



Cleaning the paving stones might seem like a small thing to do, but the little things add up to enhance the experience of visitors and residents when they come into the town centre. Even if they don't notice them, they are there, subtly making things look and feel better.

Robin Nugent of GlouGlou



3. REPRESENTING & INFLUENCING

Shrewsbury BID has continued to influence policy and decision-making on behalf of its members in a variety of ways over the past 12 months. As part of the Big Town Plan Partnership, we have been able to ensure the views of businesses are heard at the senior level of local and national government.

This positive collaborative working has resulted in tangible results for our members including taking through-traffic away from the heart of Shrewsbury at weekends - enabling a better visitor experience and allowing hospitality businesses to use additional outdoor space.

The recent government announcement of funding for a Shrewsbury active travel feasibility study, with a potential £20 million on offer to support walking and cycling in the town, will support and dovetail with the movement strategy already underway.

James Handley, non-exec Director of Shrewsbury BID said: "This scale of investment would transform access to the town centre from

81% OF BUSINESSES

supported the continuation of the weekend closure of High Street

33 NEW BUSINESSES

opened in Shrewsbury town centre during the last year

7.34 MILLION

visits to Shrewsbury

1.58 MILLION

evening economy visits

2.57 MILLION

tourist visits

*Town and Place AI Data
April 2022 - March 2021



“

Pedestrianisation has been a great boost to the High Street, and during the early part of the summer when the road was closed, sales were comfortably up on previous years, including pre-Covid.

John Hall, owner of Write Here in High Street

residential areas, providing a big boost to local businesses, as well as helping to reduce congestion for road users.”

Funding provided by Shropshire Council’s Economic Recovery fund has been used to introduce a free rickshaw bike service which has been well received by businesses and visitors alike.

Our board - which is made up of representatives from our members - continues to hold local councils to account and is actively involved in discussions which will influence the future of Shrewsbury.

The Big Town Plan’s movement and public realm strategy is currently being developed, which will put forward a number of opportunities for improving travel around the town centre.

The BID will continue to represent its members in that process and any consultation into future options about movement around the town centre.

The Big Town Plan Partnership has always championed the need for quality at the heart of new development and we are delighted that Shropshire Council has been able to attract government funding to develop a Shrewsbury

design code. If successfully introduced, the design code will ensure that new development is complimentary to the town’s outstanding built and natural environment.

And whilst it’s not all about the money, our involvement in these key partnerships means we can lobby both locally and nationally for more financial investment in Shrewsbury in the future.



It’s wonderful to see so many people visiting Shrewsbury, exploring our cobbled streets, enjoying coffee and lunch outside in the cafes and restaurants in The Square, and shopping in our individual shops in a traffic-free environment.

Carol Grant, of the Carol Grant fashion shop



5. WHAT'S NEXT?

And there's more!

We will be dressing the town for the Queen's Jubilee Celebrations in June with live music and competitions planned for the long bank holiday weekend.

We are delighted that Shrewsbury has been selected to host the Queen's Baton Relay for the Commonwealth Games on 18th July and Shrewsbury BID is supporting our partners on the promotion of this special event for the town.

A number of projects which began over the past 12 months are coming to fruition this year, many of which have been co-funded through Shropshire Council's Economic Recovery Programme.

We have commissioned a new public-facing Original Shrewsbury website, which will give visitors an exciting digital experience to promote our town and businesses in a more engaging way.



The promotional and economic benefits of big productions such as Great Expectations and The Apprentice being filmed in Shrewsbury are huge - we fully support efforts to bring more filming to the town.

Dilwyn Jones, Owner of Sabrina Boat

People will be able to explore more of the town following a new heritage trail, and a new walking and cycling map is being produced, linking with the new wayfinding totems and expanding the range of high-quality visitor information and infrastructure.

Over the next year we will be working with our partners at Film Shropshire to secure more filming in Shrewsbury following Great Expectations and The Apprentice which were filmed during in May.

This Summer we will be launching the Shrewsbury Data Dashboard which will give businesses access to a range of monthly information about the town's performance - including footfall, spend, average transaction value and visitor origin.

We are working with partners to launch a new Shrewsbury Rangers project later this year which aims to support businesses and the wider public in deterring and reducing anti-social behaviour and crime in the town centre.

Our Library of Things will launch later this year and provide businesses with a shared library of items available to borrow for use by businesses in the town centre - all bookable through the Shrewsbury BID website.



6. GOVERNANCE

Shrewsbury Business Improvement District is a business-led and business-funded body, working to improve and promote Shrewsbury town centre as a place to live, work, visit and invest. Following a successful renewal ballot in October 2018, the second five-year term of Shrewsbury BID started on 1st April 2019 and will run until 31st March 2024.

As a democratically elected, independent body, Shrewsbury BID enables more than 500 businesses to work collectively to influence and impact on how Shrewsbury town centre is managed and develops. We are a Company limited by guarantee Registration No. 08834790 and operate under The Business Improvement Districts (England) Regulations 2004.

Shrewsbury BID is solely accountable to its members and is governed by a voluntary board of Directors from a representative range of sectors in the BID area. The Board meet quarterly to help ensure the priorities of businesses are being met and to monitor performance and delivery. BID Members receive regular email updates on our work and progress against our business plan priorities.

We engage our members on a wide range of town centre issues and invite them to get involved where possible. Shrewsbury BID works closely with industry partners including The High Streets Taskforce, The BID Foundation, Institute of Place Management and ATCM.

Shrewsbury BID Board

Mike Matthews, Chair
Prince Rupert Hotel
Non-specific

Kevin Lockwood, Deputy Chair
Darwin and Pride Hill Shopping Centres
Shopping Centres

Catherine Armstrong
Shrewsbury Colleges Group
Education, Health and the Third Sector

Helen Ball
Shrewsbury Town Council
Public Sector

Mark Barrow
Shropshire Council
Public Sector

Tina Boyle
Acoustic Boutique
Independent Retail

Alessio Dyfnallt
Cooper Green Pooks
Property

Stacey Dodwell-Hill
Oberon
Independent Retail

James Handley
Big Town Plan

James Hitchin
The Alb and Pubwatch
Bars and Pubs

Neil Jacques
Tesco and Shopwatch
National Retail

Alexis Hill
Loopy Shrew
Hospitality and Leisure

Dilwyn Jones
Sabrina Boat
Non-specific

Robin Nugent
Glouglou
Bars and Pubs

Jonathan Soden
The Soden Collection
Independent Retail

Darren Tomkins
Gindifferent
Hospitality and Leisure

Ann Tudor
TCA
Office and Commercial

Mike Gries
Subway
National Retail

Shrewsbury BID Team

Seb Slater
Executive Director

Stephanie Mansell-Jones
Business Liaison

Emma Molyneux
Project Co-ordinator

Imy King
Original Shrewsbury

The BID team are supported by

Simon Alton
PR

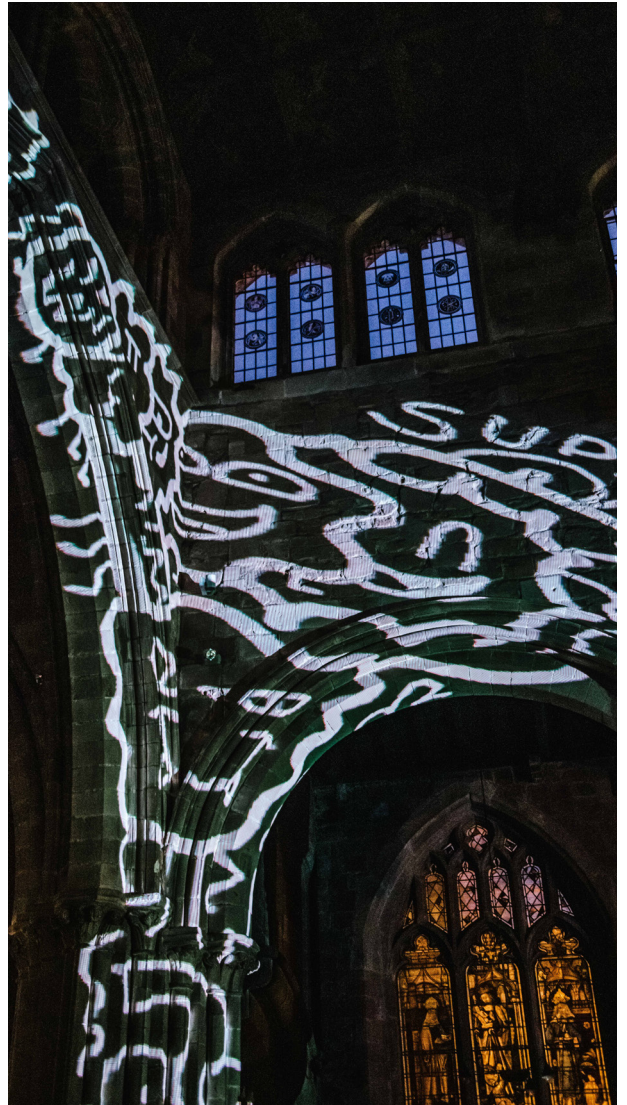
7. FINANCES

Financial performance is monitored throughout the year via the Company Operations Group, a subgroup of the Board, with regular reports and financial controls in place to provide assurance to the Board.

	2021/22
Reserves brought forward	30,458
BID Levy	317,183
Grants & Project Contributions	681,142
Total Funding	1,028,783
Promoting & Animating	310,496
Supporting & Enhancing	152,969
Representing & Influencing	49,056
Big Town Plan	153,461
Projects Total	665,982
Overheads	87,476
Total Expenditure	753,458
Reserves brought forward	30,458
In year change in reserves	244,867
Reserves Carried Forward	275,325

The financial statements for 2021/22 confirm a continuation of strong financial performance. Levy collection at the end of the financial year was 96% which compares very well to national BID benchmarks. This year significant grant income was secured from the UK Government and Shropshire Council to support the town's recovery from COVID-19. Income in addition to levies once again far exceeded management enabling us to secure funds for future projects. A strong cash-flow position has been maintained throughout the year.

These figures are presented as accurate at the time of writing. Full company accounts are prepared by independent accountants and are expected to remain consistent with the position reported here. The full accounts will be available on our website as a separate document.



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