

1819

ANNUAL REVIEW



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

Welcome

Annual Review 2018-19

Welcome to the final Annual Review of our first BID term.

The last year has seen a range of exciting projects come to fruition and the significant growth of Shrewsbury BID's presence and profile within the town.

Highlights of the last year's marketing work include the town's new promotional video - watched over 100,000 times within its first month; the launch of the Shrewsbury Passport of Independents - distributed to over 50,000 people during the Summer; and the development of our Original Shrewsbury website and social media - showcasing our members - and now the number 1 ranked website for Shrewsbury.

Our professional lobbying work on the new car parking strategy delivered results with vital changes to the original strategy negotiated - including the introduction of FREE Sunday car parking and the continuation of FREE evening parking.

The Shrewsbury Big Town Plan has taken real steps forward this year too, with a second public consultation at St. Mary's Church and the adoption of the Big Town Plan Vision by the three core partners and many other local organisations. Our collaborative work in this area has been nationally recognised and we were delighted to welcome the Institute of Place Management and Ministry of Housing and Local Government to Shrewsbury to see our work first hand in September.

Footfall in Shrewsbury measured independently by Springboard has shown a positive increase during 2018 year on year - bucking the national trend. This positive story gained national attention and resulted in our first national radio interview with BBC Radio 4 You and Yours in January.

Last Summer we were delighted to see many of our members get involved in the BID2 consultation and the shaping of our Business Plan proposal - ahead of the renewal ballot which took place in October 2018.

Members voted emphatically in favour of a second term, which will see over £2 million invested to support the town centre over the next five years. The overall result of 88% in favour by number and a turnout of 58% represents the joint highest UK BID result outside of London in the past three years.

Thank you for all your support during our first term and the renewal ballot. The BID Board and Team are very much looking forward to the next five years and all that we can deliver for Shrewsbury together.



Mike Matthews
Chair



Seb Slater
Executive Director

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Year 5 in Facts and Figures

Over **21,000 followers** on social media

Attracted **100,00+** views of 2018 summer video

FREE training and workshops held for members

A total average saving of **£2,300** for **250 members** using our cost saving services

Successfully negotiated changes to proposed car parking strategy including free Sunday Car Parking and free Evening Car Parking

Delivery of successful second **Big Town Plan** Consultation at St. Mary's Church

Shrewsbury Footfall
+0.7% Year on Year vs West Midlands -2.5%

Distributed **50,000** Shrewsbury **Passport of Independents** in the town and selected postcodes

Supported the setup of **Shrewsbury Cup** project

Funded free **Park and Ride** services on Wednesdays during Christmas 2018

300,000+ annual visitors to originalshrewsbury.co.uk

Marketing and Promotion

Encouraging more people to visit Shrewsbury town centre and patronise businesses is a key aim of the BID's activities, and the past year has seen a variety of successful initiatives to do just that.



We supported the launch of Shrewsbury Cup - the UK's first town wide deposit return scheme

DarwiN Shrewsbury Festival

A record number of events were held during the festival this year, which aims to inspire curiosity and independent thinking. More than 30 free events were held during February aimed at all ages and organised by a variety of groups and individuals across the town - including an appearance by Darwin's great, great, great granddaughter Gwen Burnyeat.

Christmas promotion



The BID produced and distributed 5,000 copies of a promotional booklet, The Wonderful World of Shrewsbury at Christmas, which highlighted the different shopping areas and history of the town centre. The booklet was well received by businesses, visitors and residents alike, attracting positive comments in the media.

Also new this year was a giant Christmas card which popped up around town on Wednesday nights. Photographs taken 'inside' the card and tagged on social media with #ShrewChristmas were put into a draw for a prize of £250 to spend in Shrewsbury.



BBC Coverage for the launch of Shrewsbury Cup



Shrewsbury Passport of Independents

Highlights

- ✓ Shrewsbury featured on BBC Radio 4
- ✓ 50,000 Passport of Independents distributed
- ✓ Organised two outdoor screenings

Games in the Square

Following on from the success of previous years, the Original Shrewsbury series of events continued to bring the town centre to life throughout 2018/19. During the August Bank Holiday weekend, The Square was transformed into a giant family games area, complete with grass, picket fencing, deck chairs and a host of giant games for families to enjoy the last of the summer holidays in the town centre.

Royal Wedding and Wimbledon screenings

A continuing strategy has been to harness the excitement around big national events and create a way of bringing them into the town centre. Last year, the BID arranged screenings of Wimbledon and the Royal Wedding in the grounds of Shrewsbury Castle and St Alkmund's Church, partnering with town centre businesses to provide goods and services as part of the events. Both were a great success and encouraged people into the town centre on days when they would otherwise have been tempted to watch the events on television at home.

Passport of Independents


The BID spearheaded a unique project during the summer of 2018 to promote town centre businesses by launching Shrewsbury's first ever 'Passport of Independents'. The scheme was launched on July 4th and was designed to promote the incredible scale and scope of the town's independent traders, sending a message of welcome. More than 50,000 passports were handed out in the town centre and delivered to households, encouraging people to visit as many traders as possible to collect stamps in their passport, with the chance to win £1,000 worth of prizes.



Summer video



A vibrant, fast-paced video was produced to promote Shrewsbury in the summer - designed to appeal to those living outside of Shropshire looking for something different during the summer holidays. More than 25 locations feature in the film as well as footage of Shrewsbury BID's Wimbledon Screening, rowers on the river and crafts people at work. Well-known hotspots including the Square, the Market Hall, independent shops on Mardol and restaurants on Victoria Quay also feature.


Original Shrewsbury Online

Visits to originalshrewsbury.co.uk **increased year on year by 18%** and numbers grew across all our social media platforms.

 **300,657** sessions on www.originalshrewsbury.co.uk

 Facebook followers **increased by 11%** 

 Twitter followers **increased by 14%** 

 Instagram followers **increased 63%** 



Games in the Square



Wimbledon Screening outside the Castle

Highlights



Most successful
DarWIN Shrewsbury
Festival staged



Over 100,000 views for
Summer Promo Video



BBC TV coverage
for University Centre
Shrewsbury Graduation

Access and Car Parking

Car parking consultation changes

The BID has continued to represent its members by strongly lobbying the council about car parking in Shrewsbury - resulting in a successful challenge against the introduction of evening charges in the town centre.

In recent years, the BID has successfully lobbied and negotiated key amendments to the original car parking proposals by Shropshire Council including:

SCRAPPING of all evening on-street charges and in Frankwell, Abbey Foregate or St Julian's Friars car parks.

FREE parking in Frankwell and Abbey Foregate on Sundays and Bank Holidays.

RETENTION of the pop and shop facility.

Introduction of 8hr **CHARGING CAP** in Abbey Foregate, Frankwell and Raven Meadows.

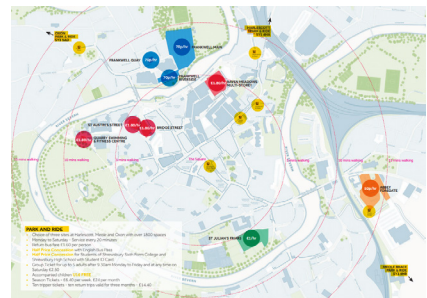
Free park and ride at Christmas

The BID funded free a free Park and Ride service on late-night shopping Wednesdays from 12pm, with buses running to the later time of 9pm. This resulted in a 38% increase in passenger numbers, helping to reduce traffic congestion and encouraging more people to shop in the town centre.

Footfall in Shrewsbury town centre was up by nearly 9% in December 2018 compared to the previous year.



The BID funded free park & ride on Wednesdays in the run up to Christmas



The BID produced a simple guide to parking in Shrewsbury for businesses and the public

Highlights

- FREE Park & Ride on Wednesdays in run up to Christmas
- 38% Increase in Park & Ride on Wednesdays in December 2018
- Successfully negotiated changes to the Car Parking Consultation

FREE PARK & RIDE FROM 12pm

Park & Ride (every 20 mins) extended until 9pm

ORIGINAL
SHREWSBURY

EVERY WEDNESDAY UNTIL CHRISTMAS
LATE NIGHT SHOPPING
(starting 14th November)



originalshrewsbury.co.uk/freechristmasparking

Drive and Direction

Our role in representing members on key issues that affect trading has seen us continue to lobby and liaise with decision makers, delivering a voice for businesses to influence and affect positive change.



Big Town Plan Event attended by the Ministry of Housing and Local Government in September



Collaborative development of the Shrewsbury Big Town Plan



The Big Town Plan Vision was adopted by the three core partners during 2018

Big Town Plan masterplan development

The BID helped to coordinate a major consultation project during March 2018, with more than 50 organisations coming together for a series of workshops to develop the Shrewsbury Big Town Plan. The masterplanning week was described as a "revelation" and resulted in a series of principles, maps, 3D models and artistic impressions which formed the basis of a comprehensive document showcasing the shared vision for Shrewsbury.

Big Town Plan consultation

July saw the publication of the final draft of Shrewsbury's masterplan for the town, and the BID led on a month long consultation to share the plan with people and to gather valuable feedback. The consultation was a great success and built on the Big Town Plan Shop which had already gathered over 2,500 comments and ideas from a dedicated exhibition space.

Bringing Shrewsbury to a national stage

Following the publication of the positive footfall figures over Christmas, the BID was invited to Parliament to share Shrewsbury's success story and the ongoing challenges facing town centres. Executive Director, Seb Slater, spoke at a meeting of the All-Party Parliamentary Group on Town Centres in early 2019, alongside other industry representatives - truly putting Shrewsbury on the national stage.

Highlights



Shrewsbury BID presented to Parliamentary Group



Big Town Plan presented to national Institute of Place Management Event



Big Town Plan adopted by core partners

Backing Business

Shrewsbury Watch

The community of Businesses working together to improve safety in the town has continued to grow with 289 users on our Digital Information Sharing Platform DISC. The last year has also seen the setup of bi-weekly Shopwatch meetings open to all businesses to assist the flow of safety information in the town.

Business rates

Business rates continue to be one of the biggest financial challenges for many town centre businesses, and Shrewsbury BID continue to work with the UK BID industry to lobby central Government on behalf of our members.

This year we also held meetings locally with MP Daniel Kawczynski and the VOA to discuss the challenges faced by Shrewsbury businesses. We welcomed the government announcement at the Autumn Budget of the Retail Discount which will save around 200 Shrewsbury BID members a third off their rates bill.

Cost saving scheme

Working with Meercat and Veolia, we have helped businesses identify possible savings by enabling access to exclusive group buying rates and deals from providers. This year, the total number of businesses using our cost savings service has risen to over 250 with an average saving of £2,300

Purple Flag

During the last year we've worked closely with our Team Shrewsbury partners on the successful re-accreditation of our Purple Flag status - demonstrating the effectiveness of collaborative working in the town to deliver a vibrant, safe and well-managed destination.



Neil Jaques was appointed the new Chair of Shopwatch

Highlights

- ✔ New bi-weekly Shopwatch meetings setup
- ✔ Successful Purple Flag re-accreditation for fourth successive year
- ✔ Successfully lobbied for Business Rates Retail Discount of 33% available to 200 small businesses

Financial Statement

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.

	2018/19	2017/18
Reserves Brought Forward	32,664	112,927
BID Levy	296,295	289,051
Project Contributions	80,223	88,516
Total Funding	409,182	490,494

Marketing, Profile & Promotion	131,952	171,376
Access & Car Parking	99,670	105,634
Backing Business	53,028	64,629
Drive & Direction	46,386	43,211
Projects Total	331,036	384,850
Management & Overheads	73,204	72,980
Total Expenditure	404,240	457,830

Reserves brought forward	32,664	112,927
In year change in reserves	-27,722	-80,263
Reserves Carried Forward	4,942	32,664

The financial statements for 2018/19 confirm a continuation of the strong financial performance seen to date.

This year Levy income was slightly up on last year whilst we have seen expenditure across all areas as business plan priorities have been progressed. This has resulted in achievement of the planned reduction in reserves carried forward. Income in addition to levies has been strong and has once again exceeded the total reported for management and overhead costs, therefore enabling total levy income collected to be invested in planned projects.

A strong cash-flow position has been maintained throughout the year. This is supported by strong Levy collection performance which in turn facilitates prompt settlement of liabilities.

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 at our annual meeting and on our website as a separate document.

Governance

Shrewsbury BID is solely accountable to its members and is governed by a voluntary Board of Directors from a representative range of sectors, organisations and businesses. Board members can be elected to the Board annually.

The Board meets quarterly and working groups meet on a regular basis between these meetings to steer each objective area. BID members and relevant stakeholders contribute to these and are invited to join or get involved in particular projects.

BID members receive regular updates and we engage our members on a range of town centre issues, inviting involvement in the BID's work wherever possible.

Board of Directors

Mike Matthews (Chair)

Prince Rupert Hotel

John Hall (Vice-Chair)

Write Here

Helen Ball

Shrewsbury Town Council

Tina Boyle

Acoustic Boutique

Gemma Davies

Shropshire Council

Trish Donovan

Vinterior

Alessio Dyfnallt

Cooper Green Pooks

James Handley

AHR

James Hitchin

The Alb

Neil Jaques

Tesco

Nic Johnson

Hokum

Dilwyn Jones

Sabrina Boat and
Shrewsbury Tourism

Paul Kirkbright

University Centre
Shrewsbury

Kevin Lockwood

Shrewsbury Shopping
Centres

John Major

Majors

Ann Tudor

TCA

Rachel Williams

Marks & Spencer

Shrewsbury BID Management Team

Seb Slater

Executive Director

Aleks Vladimirov

Partnerships Manager

Emma Molyneux

Project Co-ordinator

Shrewsbury BID is a not for profit company, accredited by British BIDs. Since April 2014 we have worked in partnership with our members to make Shrewsbury a better place to live, work, visit and invest.

Get in touch with your BID team:
members@shrewsburybid.co.uk

Our Thanks

Partnership working is at the heart of everything we do. We collaborate with our 500 members, organisations operating in Shrewsbury, sponsors and other businesses to make Shrewsbury a better place to live, work, visit and invest.



BID2 2019-2024

RENEWAL BALLOT OCTOBER 2018

The Business Improvement District for the town centre of Shrewsbury has been renewed for a five year term, from 1st April 2019 to 31st March 2024 following a ballot administered by Shropshire Council, in accordance with the Business Improvement District Regulations 2004.

The BID ballot was successful after the following two tests were met:

1. A simple majority by number of those voting must vote in favour

Ballot Result: 88% in favour

2. Those voting in favour must represent the majority of rateable value of those voting

Ballot Result: 93% in favour

Eligible businesses were entitled to one vote per hereditament.

Turnout in the renewal ballot was 58%.

WHAT WILL BID2 DELIVER?

PROMOTING & ANIMATING

Shrewsbury is already a successful town with the potential to be even better. It is vitally important that the town continues to be professionally promoted and exciting activities are delivered to attract new customers.

SUPPORTING & ENHANCING

The visitor experience is increasingly important to the success of town centres. Shrewsbury BID will work with partners to improve the accessibility and attractiveness of the town whilst continuing to deliver and develop its award-winning safety projects.

REPRESENTING & INFLUENCING

Towns operate more efficiently and profitably if businesses and public authorities are working effectively together. A continued strong and representative business voice through the BID on the Big Town Plan and issues affecting the town centre is vital to the success of Shrewsbury.

For more information on our BID2 Business Plan please go to shrewsburybid.co.uk/BID2



Shrewsbury BID
Windsor House
Windsor Place
Shrewsbury
SY1 2BY

Email: members@shrewsburybid.co.uk
Telephone: 01743 358625
Website: shrewsburybid.co.uk