

SHREWSBURY BID



YOUR VIEWS

PLEASE SHARE YOUR FEEDBACK
TO HELP SHAPE OUR BUSINESS PLAN FOR THE NEXT FIVE YEARS
AHEAD OF OUR RENEWAL BALLOT IN JUNE 2023

CONSULTATION CLOSES 1ST MARCH

FILL IN ONLINE AT: [SHREWSBURYBID.CO.UK/BID3](https://shrewsburybid.co.uk/bid3)





PROMOTING

SHREWSBURY'S WEBSITE 1 2 3 4 5

We run Original Shrewsbury, the town's official visitor website which promotes businesses, events and history. Our website received over 800,000 page views in 2022.

SHREWSBURY'S SOCIAL MEDIA 1 2 3 4 5

Original Shrewsbury has over 41,000 followers across Facebook, Instagram and Twitter. Our social media posts had a reach of over 6.5 million people in 2022.



SEASONAL ACTIVATIONS 1 2 3 4 5

We organise activities such as Wimbledon screenings, live music and Halloween activations to animate the town centre and encourage footfall, dwell time and repeat visits.

PHOTOGRAPHY AND VIDEOS 1 2 3 4 5

Showcasing Shrewsbury through high quality photography and videos including providing photos for businesses to use in their own marketing.



NATIONAL PRESS TRIPS 1 2 3 4 5

Working with PR agencies and journalists from the national press to promote Shrewsbury. Coverage in 2022 has included The Sunday Times, The Guardian and The Daily Mail.

ADVERTISING 1 2 3 4 5

We promote Shrewsbury in print and through paid Social Media campaigns to reach new audiences.

Please circle on a scale of 1-5 how valuable the following Shrewsbury BID activity has been to your business and the town:

1 = Not valuable

5 = Very valuable



CHRISTMAS CAMPAIGN 1 2 3 4 5

High-profile videos, Letters to Father Christmas, window competitions and live music, creating festive magic to attract more customers.

SUMMER CAMPAIGN 1 2 3 4 5

Bright and cheerful campaign to celebrate summer including *Shrewsbury's Open* which set a fun & welcoming tone to bring back customers and visitors as covid restrictions were lifted.



MURALS AND WINDOWS 1 2 3 4 5

We create eye-catching murals, vacant window displays, and fun trails such as the BT box mural trail and Darwin in Shrewsbury Trail to improve the visitor experience.

DRESSING THE TOWN 1 2 3 4 5

We help make Shrewsbury look its best throughout the year with Christmas trees, flags along High Street, additional lighting and bunting throughout the town.





SUPPORTING

WELCOME AMBASSADORS 1 2 3 4 5

During the summer months, we manage a group of over 40 passionate local volunteers who provide a warm welcome and useful information to people visiting the town.

SHREWSBURY RANGERS 1 2 3 4 5

With match funding secured from external partners, Shrewsbury BID manage the Shrewsbury Rangers who provide an additional layer of security and support seven days a week, and act as a visible deterrent to anti-social behaviour and crime in the town centre.



SHREWSBURY WATCH 1 2 3 4 5

Supporting business safety and crime prevention including managing the town radio scheme, the DISC information sharing app and coordinating Purple Flag assessment and accreditation.

BUSINESS COMMUNICATIONS 1 2 3 4 5

Gathering and communicating important information to businesses in a timely and digestible format including legislation changes, covid and flood grant support, project updates and consultations. Over 270 email updates sent to businesses since April 2019.



VISITOR SURVEY 1 2 3 4 5

We collect ongoing feedback from customers and visitors to the town and share with partners to highlight areas for improvement and to measure the impact of projects.

ALTERNATIVE GIVING 1 2 3 4 5

We have installed cashless donation points to reduce street giving, making begging less effective and encouraging people to access support. £4k diverted to homelessness charities.

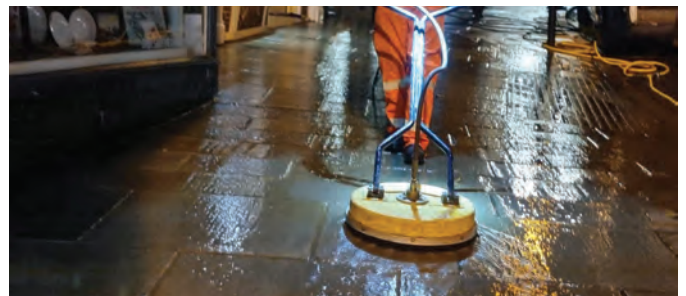


SAVING COSTS 1 2 3 4 5

Cost saving experts (PSP) are available free of charge to BID members to review bills and make recommendations to reduce business costs. Discounts are also available to BID members on waste contracts, hanging baskets and Christmas trees.

FREE TRAINING 1 2 3 4 5

Regular free first aid training with 230 spaces taken up since 2019, along with other staff development opportunities including social media, marketing and retail mentoring.

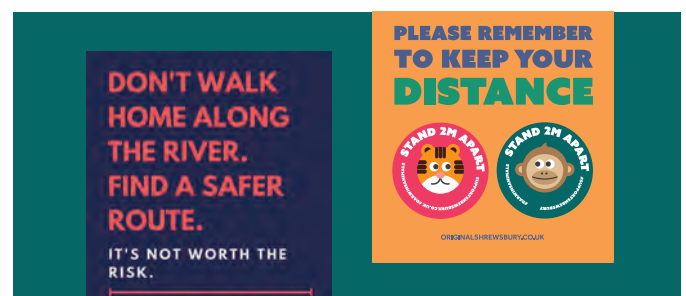


CLEANING 1 2 3 4 5

Cleaning and improvement projects to enhance the town centre including pavement deep cleans and bin restoration and painting.

ISSUE RESPONSE 1 2 3 4 5

Responding to issues affecting trade and reputation including covid-19 and flooding. We have also worked with partners on anti-spiking and river safety campaigns.





REPRESENTING

STRONG BUSINESS VOICE 1 2 3 4 5

Ensuring businesses are strongly represented in discussions with partners and in the local press on issues such as Car Parking and CCTV. Over 475 pieces of local coverage in 2022.

IMPROVING CONNECTIVITY 1 2 3 4 5

Working with Full Fibre and landlords to install a new fibre network which will see connectivity and speeds available to town centre businesses dramatically improved.

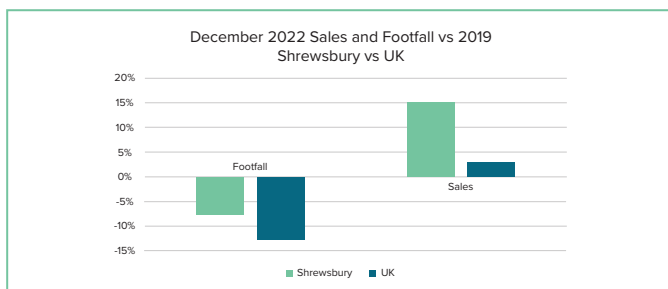


PEDESTRIAN FRIENDLY SHREWSBURY 1 2 3 4 5

Gathering feedback from businesses and working with partners to improve the pedestrian experience and atmosphere of the town centre, including the weekend High Street trial.

SHARING DATA 1 2 3 4 5

Collecting footfall and sales data to measure the town's performance and sharing regularly with businesses.



Source: Springboard (Footfall) and Beauclair (Sales)



WAYFINDING 1 2 3 4 5

We led on the design of a new wayfinding system for Shrewsbury town centre, with over 20 new wayfinding totems now installed by Shropshire Council.

BIG TOWN PLAN 1 2 3 4 5

Giving local businesses a strong voice in future development of the town centre. Government investment of £18.7m from the Levelling Up Fund awarded to Shrewsbury in 2023.



SUSTAINABILITY 1 2 3 4 5

We supported the setup of Shrewsbury Cup, the UK's first town centre deposit return scheme used by 30 local businesses. We also supported the setup of the Shrewsbury Rickshaws.

VISIT SHROPSHIRE 1 2 3 4 5

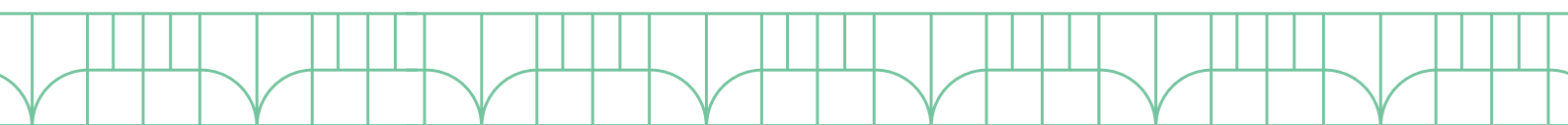
We work closely with Visit Shropshire and Film Shropshire to raise the profile of Shrewsbury nationally and internationally. Major productions filmed in Shrewsbury during 2022 included Great Expectations and The Apprentice.

Which sector best describes your business

☐ Retail	☐ Pub/Bar	☐ Restaurant/Cafe	☐ Other
☐ Office/Commercial	☐ Hotel	☐ Arts/Culture	
☐ Attraction/Leisure	☐ Personal Care	☐ Education	

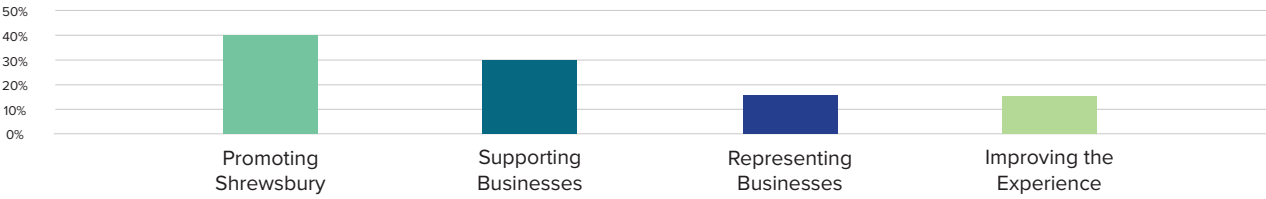
My business is

☐ An Independent	☐ A National brand
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Proposed breakdown of spend by project theme for BID3



Looking ahead to BID3, what are the priorities and projects that you would like the BID to consider?

Any other comments?

The information collected in this consultation will help shape our future priorities and business plan.

Your details

Name

Business Name

Job Title

Email Address

Address

Voter details (if different)

Name

Business Name

Job Title

Email Address

Address



Thank you! Completed forms can be dropped into either:
Shrewsbury BID office – Windsor House, Windsor Place, SY1 2BY or
Shrewsbury Visitor Information Centre – Shrewsbury Museum and Art Gallery, The Square, SY1 1LH

or you can fill out this form online using the QR code, or visit: shrewsburybid.co.uk/BID3



ABOUT SHREWSBURY BID

Shrewsbury BID is a business led partnership working for and representing over 500 businesses in Shrewsbury town centre.

During our second term we have invested nearly £2.5m into projects which promote Shrewsbury, represent local businesses and enhance the town centre.

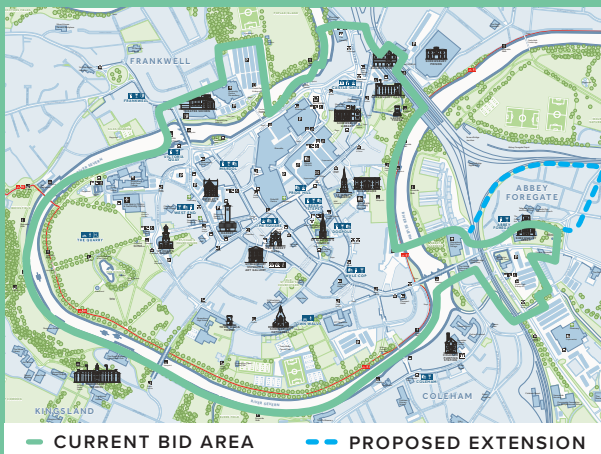
Shrewsbury BID is solely accountable to its members and is governed by a voluntary board of Directors from a representative range of sectors in the BID area. Director elections take place at our annual meeting each year.

Members receive regular email updates on our work and progress against our business plan priorities. We invite regular feedback and suggestions from businesses on a wide range of town centre issues.

The UK legislation requires Business Improvement Districts to seek a business mandate through a ballot every five years.



PREPARING FOR THE NEXT FIVE YEARS



We are proposing a small extension at Abbey Foregate as there are a number of large employers in this area who can benefit from our services.

Businesses in the BID area under the levy threshold or who are located within a 15 minute walk of The Square will continue to be invited to join as voluntary members.

PROMOTING

Growing the profile of Shrewsbury to attract visitors and investment.

REPRESENTING

A strong voice for businesses on key issues in the town.

SUPPORTING

Supporting businesses with safety, cost saving, and training projects.

EXPERIENCE

Improving the town centre experience for everyone.

Taking into account the government's new rateable values for April 2023, we are proposing to maintain the same levy multiplier of 1.58%, and the same levy threshold of £12,000.

This will result in virtually the same annual levy income of £320,000 assuming the area extension goes ahead. An annual inflation provision of up to 0.05% can be applied at the discretion of the Shrewsbury BID Board.



SHREWSBURY BID

members@shrewsburybid.co.uk
01743 358625
shrewsburybid.co.uk

Shrewsbury BID
Windsor House, Windsor Place
Shrewsbury, SY1 2BY