

SHIRLEY BID INFORMATION SHEET 2



PROJECTS WHICH COULD MAKE A REAL DIFFERENCE TO YOUR BUSINESS

This Information Sheet outlines the proposed projects which are being considered for the town as part of the extensive consultation with businesses for the development of a Business Improvement District (BID) for Shirley.

A BID is a business-led and business-funded body, which means that businesses such as yours have a genuine voice,

deciding and directing which **additional** services or activities you want for the area. We therefore urge you to register your views on the following proposals, either by endorsing what you see or by suggesting any changes or additions to what is being considered.

An online survey has been created at www.surveymonkey.co.uk/r/SHIRLEYPROJECTS

We should be grateful if you would please take 5 minutes to indicate your priority projects.

We need the views of as many businesses as possible, so please tell us which projects you like and which you don't and give us your own ideas.

Your feedback is of utmost importance to us and will directly shape the content of the proposed BID Business Plan.

Profile & Promotion

- Create high-quality town centre branding and imagery to support a series of year-round promotions targeted at key audiences and catchments
- Carry out market research to identify how local people and visitors think the town could be improved and to identify potential new visitor sources
- Develop marketing campaigns to highlight the strengths of Shirley, to include promoting events, food & drink venues, the retail offer, independent businesses and key trading periods
- Create targeted promotions to increase footfall during currently quieter trading periods
- Oversee targeted Social Media campaigns to draw significantly more people into the town centre

- Establish links with partner organisations to develop collaborative and coordinated projects which better promote Shirley's image, both locally and regionally.

Events & Vibrancy

- Develop at least two major new town centre events, with business suggestions being sought on the themes for these
- Develop a comprehensive programme of new street entertainment to cover different areas of the Stratford Road corridor at different trading periods
- Introduce an annual calendar of street markets
- Make ongoing investments to improve the Christmas light displays.

Please attend the open BID meeting on Tuesday 17th October from 6pm at Prezzo



Visitor Experience

- Oversee the introduction of vinyl transfers and other measures to improve the appearance of long-term empty units
- Introduce activities to create pop-up shops
- Work with partners to deliver improved visitor wi-fi
- Lobby for improvements to existing car park facilities and the introduction of parking meters where required
- Work with partner organisations to improve street paving maintenance
- Enact a rolling programme of street furniture painting
- Introduce a customer loyalty or discount scheme
- Employ a BID Warden to react quickly to problem issues, such as litter or graffiti.

Supporting businesses

- Enact a number of initiatives to support independent businesses in the town
- Implement group purchasing initiatives to save day and night-time economy businesses money on overheads such as energy, telecoms and waste disposal
- Develop and lead a system of business championing and representation to lobby for further improvements to, and investment in, the town centre
- Produce & distribute a regular newsletter to businesses, to include key performance information for the town
- Work with partners to develop and deliver campaigns to encourage new businesses into Shirley

- Foster close and collaborative relationships with local organisations, including the Council, the Chamber, the Local Enterprise Partnership and the Combined Authority.

Timescales

The proposed timescales for the development of the Shirley BID are as follows:

Month	Key milestone
Ongoing – February 2018	Business liaison and consultation on proposed Business Plan
March 2018	Launch of Business Plan
April 2018	Ballot papers issued
May 2018	Vote closes and result announced
June – August 2018	BID begins operation, subject to a positive vote

To have your say on the proposed projects, or for any further information, please contact:

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Further details are also available on the website at www.shirleybid.co.uk

