

SHIRLEY BID INFORMATION SHEET 4

**SHIRLEY
BID**

MOVING TOWARDS A BUSINESS PLAN FOR SHIRLEY



Welcome to the latest news from Shirley BID; a new Business Improvement District being proposed to help boost the local economy, attract new businesses and forge stronger links with the organisations that can unlock investment in our area.



We want the Stratford Road corridor to thrive and become a byword for brilliance in retail, food & drink, events and visitor facilities.

As the BID's Shadow Board, we're working hard to lay the foundations for an organisation that will champion the area as a great place to live, work and visit.

There's still lots to do, but I'm delighted we've reached the point of prioritising the projects that make a real difference to your business.

We've spent more than a year speaking to 250 businesses, and their feedback has directly shaped a priority list of themes that will form the core of the Shirley BID Business Plan.

We are still encouraging the suggestions of businesses on what will ultimately be adopted within the Business Plan, so please get in touch to register your views.

The BID will support our many independent businesses in every way possible, by raising their profile and by strengthening the area's relationship with key organisations for promotion and infrastructure works.

It is our ambition to develop a new programme of street entertainment to cover different areas of the Stratford Road corridor at different trading periods, as well as an annual calendar of street

markets. We also plan annual investments to significantly improve the Christmas light displays.

The BID will work alongside partners to develop and deliver campaigns to encourage new businesses into Shirley, and develop at least two major new town centre events, with your suggestions being sought on the themes for the events.

We want to create a Shirley town centre fit for businesses, workers, residents and visitors now and in the future.

To achieve this, we want you to get involved, either as Champion for Shirley BID, or with suggestions for our priority list and Business Plan.

Please get in touch, see details overleaf; I look forward to hearing from you.

**Sandra Grice, Chair,
Shirley BID Shadow Board**

OVERVIEW

As part of the development of a BID for Shirley, we have carried out extensive consultation with local businesses. This has suggested a list of specific projects to be incorporated into the BID Business Plan.

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 extra 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 put forward.

A draft Baseline Agreement has been agreed, which means that a BID would deliver additional activities to those already carried out in the town, and the proposed additional projects are as follows:

PROFILE & PROMOTION

Indicative budget £105,000 over five years

- 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

EVENTS & VIBRANCY

Indicative budget £100,000 over five years

- Develop at least two major new town centre events
- 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

For further information, visit www.shirleybid.co.uk

VISITOR EXPERIENCE

Indicative budget £72,500 over five years

- 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
- 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
- Introduce a customer loyalty or discount scheme

SUPPORTING BUSINESSES

Indicative budget £50,000 over five years

- Enact a number of initiatives to support independent businesses in the town
- Develop and lead a system of business championing and representation to lobby for further improvements to, and investment in, the town centre
- Produce and 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 of Commerce, the Local Enterprise Partnership and the Combined Authority

OTHER ACTIVITIES

Indicative budget £50,000 over five years

- Work to raise the quality, co-ordination and promotion of the evening and night-time offer in the town centre
- Introduce improved security through the introduction of a new digital radio link, which links to the Shirley CCTV system
- Employ a small and very focused team of staff to oversee all BID projects and to support the BID's operation and effectiveness
- Represent the Shirley BID at a local, regional and national level
- Wherever possible, support our local economy by using local businesses to carry out and deliver BID projects

CONSULTATION ON THE PROJECT

The BID proposals in Shirley have been subject to extensive consultation with town centre businesses and organisations and this has included:

- A comprehensive business survey and feasibility study
- The production and distribution, both in electronic and hard copy format, of BID information newsletters such as this
- A further survey of businesses and members of the public on the proposed projects
- The creation of Shirley BID Facebook and Twitter channels
- A widespread number of direct visits to businesses
- The creation of a Shirley BID website – at www.shirleybid.co.uk
- Open business meetings
- Contact with the Head Offices and Regional Managers of national businesses

NEXT STEPS

Following over nine months of planning and consultation, we are shortly due to launch the Business Plan for the Shirley BID. This will include full details of how the BID will operate and costed proposals, for the projects which businesses have told us that they want most for the town. All eligible businesses will have the ability to vote on this Plan and the following timescales will apply:

Month	Key milestone
March 2018	Business Plan launch
April 2018	Businesses will be given formal notice of the BID ballot by post Ballot papers will be issued to businesses along with a copy of the Business Plan and a reply-paid envelope to use when casting their vote
May 2018	Ballot result announced

Result of the Ballot – remember, your vote counts!

If 1) a simple majority of the votes cast is in favour of the BID and 2) that majority represents 50% or more of the total rateable value of the businesses casting a vote, then preparations would begin to form the BID, as follows

Month	Key milestone
May & June 2018	BID company established Board of Directors and staff appointed
July 2018	Levy invoices issued BID company formally begins operation

HOW THE PERFORMANCE OF THE BID WOULD BE MONITORED & ASSESSED

The Shirley BID would measure the impact of the projects it carries out and would communicate this back to all BID businesses, including:

- Establishing, measuring and reporting on a package of town centre indicators, to include sales performance, pedestrian footfall and vacant unit levels
- Organising an annual survey of BID businesses to seek detailed feedback on their perception of the performance of the town and the BID
- Producing and distributing an Annual Report to BID members to track progress and continue to develop activities in line with business feedback
- Inviting all BID levy-payers to an AGM to report back to them on operational, project and financial management

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

Chris Gregory – Project Manager – Heartflood Ltd T: 07854 027080 E: chris@heartflood.co.uk
Further details are also available on the website at www.shirleybid.co.uk

