



HELLO



You may have noticed on the top of this page that this newsletter covers March and April. Due to budget constraints we have decided to print this newsletter bimonthly, so the next newsletter will arrive to your hands in May. You don't have to miss any news as we will still be delivering the weekly e-newsletters. If you haven't signed up to these please do by sending an email to info@visitstaines.co.uk.

We have a number of events planned for the next months that you can find details for and how your business can get involved on page 4 of this newsletter.

Finally, at the end of this month Con O'Brien will be leaving our team. Con has been responsible for liaising with businesses, explaining what the BID does and the initiatives we are developing and has done a brilliant job over the last year. This role will be taken by Andy Edmeads that joined our team in December last year that will become full time from April. I want to thank Con for his great job over the last year and to wish him the best of luck.

See you soon!

Joana

Annual levy bill

You will receive in the post the annual levy bill, as well as our annual review, over the next days. BIDs are funded by a mandatory levy on all eligible businesses following a successful ballot. In our case we went for re ballot last year and the current BID term finishes in 2027, when we will go for re ballot again.

As defined on our business plan your BID levy contribution was setup considering the business rates value on the 1st April 2022 (beginning of the BID term). Your BID levy will not change or rise in line with inflation or change of business rates during the BID term.

BID levy is what funds our initiatives, so delay on paying your bills will result on temporary suspension of key services we provide such as BID Rangers, Hanging Baskets and Flower Towers, Christmas Lights, Stai Safe Radio Scheme amongst other services.

Please note that the levy bill is not optional and Spelthorne Borough Council will pursue any businesses that have outstanding BID levy bills.



BID RANGERS

Our BID rangers patrol the town centre every weekend and school holidays. If you need their assistance during these periods do not hesitate to contact them on the Stai Safe Radios. If you do not have a Stai Safe radio please call Two Rivers control room (01784453146) and they will contact the BID Rangers.

If you are a Two Rivers or an Elmsleigh Shopping Centre business you must call the shopping centre control rooms for assistance. If they need the BID rangers assistance, they will contact us directly.



Sponsorships available

FLOWER TOWERS

You can sponsor our flower towers that are spread around the town centre. We currently have 13 flower towers, and you can sponsor 9 of these (the other 4 have a permanent sponsor already). We have the following sponsorship packages available:

SPONSOR 4 FLOWER TOWERS

£4,000 per year
(£1,000 per flower tower)

SPONSOR 8 FLOWER TOWERS

£6,500 per year
(£812.50 per flower tower)

SPONSOR 9 FLOWER TOWERS

£6,750 per year
(£750 per flower tower)

WHAT'S INCLUDED, IF YOU SPONSOR MORE THAN 2 FLOWER TOWERS?

- Each flower tower will have 3 stickers saying "sponsored by [YOUR BUSINESS]" or any other mention you might think it's appropriate.
- The sponsorship will be mentioned on our social media channels with 3 posts on Facebook, Twitter and Instagram (9 in total).
- One half page advert in our B2B monthly newsletter.
- Mention on our website on the sponsorships page.
- You can choose to sponsor existing tower flowers or add new ones.

FOOD FESTIVAL

We have a food festival coming up on the 9, 10 and 11 June on Market Square. The following sponsorships are available:

STAGE SPONSOR

£2,000

WHAT'S INCLUDED

- ✓ Banner on the stage.
- ✓ The sponsorship will be mentioned on our social media channels with 1 post on Facebook, Twitter and Instagram (3 in total).
- ✓ One A5 landscape advert on our B2B monthly newsletter.
- ✓ Mention on our website - sponsorships page.

OVERALL EVENT SPONSOR

£4,000

WHAT'S INCLUDED

- ✓ All printed and digital artwork will say "sponsored by [YOUR BUSINESS]" or any other mention you might think it's appropriate.
- ✓ The sponsorship will be mentioned on our social media channels with 3 posts on Facebook, Twitter and Instagram (9 in total).
- ✓ One A5 landscape advert on our B2B monthly newsletter.
- ✓ Mention on our website - sponsorships page.

CHRISTMAS DECORATIONS

If your business would like to sponsor our Christmas decorations around town, we have two fantastic sponsorships available:

CHRISTMAS DECORATIONS SPONSOR

£5,000

WHAT'S INCLUDED

- ✓ Press Release mentioning the sponsorship.
- ✓ The sponsorship will be mentioned on our social media channels with 3 posts on Facebook, Twitter and Instagram (9 in total).
- ✓ Mention on our website - sponsorships page.

ONE SELFIE POINT SPONSOR

£2,500 per selfie point

WHAT'S INCLUDED

- ✓ Mention on each Selfie Point sponsored.
- ✓ The sponsorship will be mentioned on our social media channels with 2 posts on Facebook, Twitter and Instagram (6 in total).
- ✓ Mention on our website - sponsorships page.

WHATSAPP GROUP

We have created a WhatsApp group for BID levy members. If you want to know the latest news about the town centre please join us.



This group QR code is private. If it is shared with someone, they can scan it with their WhatsApp camera to join this group.

YOUR BID TEAM



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FOLLOW VISIT STAINES

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MARKETING EVENTS AND CAMPAIGNS: MARCH - JUNE

Augmented reality trails

After the amazing response on the first Augmented Reality trail where we reached 636 families we are bring two more editions:

- Springtopia Easter Trail - 20 March to 16 April
- The Kings Wardrobe - 24 April to 21 May

Coronation

For the coronation we have prepared two events:

- We will be doing a community art piece on the 8 May where visitors can stop and add a paint stroke to a canvas. The finished piece will be displayed in the town as a lasting memento of the Coronation.
- Augmented Reality Trail (please see details above)

Please note that Two Rivers will be doing a British Weekend Celebration on the 13 - 14 May and Spelthorne Borough Council will be hosting a **FREE** picnic in the park in Lammas Park on Saturday 6 May from 11am to 4pm with music, face painting, children's entertainment as well as arts and crafts.

Comedy Nights

We are hosting a number of Comedy nights around Staines. We are now sold out on the 30th March event with 180 tickets sold but there will be more events throughout the year, please see details on the advert below.

Food Festival

Our International Food Festival is taking place in Market Square on the 9, 10 and 11 June. There will be live entertainment and plenty of food choices to cater everyone's taste!

How can your business get involved in these events?

There are many ways to get involved on these events such as:

- Be one of the businesses on the Augmented Reality Trail
- Have a stall for free at the Food Festival
- Be a sponsor of one of our events.

If you are interested in any of these opportunities email us on info@visitstaines.co.uk



Staines
COMEDY
Club

FEATURING 4 TOP COMEDIANS ON THE UK COMEDY CIRCUIT

Thursday 30 March - The Last Hop **SOLD OUT!**

Friday 19 May - The Last Hop

Wednesday 26 July - The London Stone

Thursday 28 September - The London Stone

Saturday 25 November - The Last Hop

SHOW STARTS
8PM

ADVANCED TICKETS
£5

Visit our website for more information on how to book.

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POWERED BY:  **VISIT STAINES**
STAINES-UPON-THAMES BID