



**STAINES-UPON-THAMES
BUSINESS IMPROVEMENT DISTRICT (BID)**

Making a difference between 2017-2022

Dear BID member

We are at the end of the second year of the 5-year BID term and we would like to take this opportunity to thank all 300 businesses within the Staines-upon-Thames BID area for your continued support and review the work undertaken over the past 12 months. We have also detailed our plans for the third year and look forward to making a big difference this year for you, your business, your employees and your town.

Thank you

Your Staines-upon-Thames BID Board:



THE OPTICAL SHOP

PRIMARK®



TWO RIVERS



Vida
Homeloans

Meet the team

Steven Harvey

BID Chairman
MD, Oasis Estate Agents

Paul Milner

BID Vice Chairman
MD, Lewis Furniture

Stephen Gould

BID Vice Chairman
MD, The Optical Shop

Michelle Baker

BID Manager

If you are a levy paying business and would like to join the voluntary BID Board to represent your business sector or area of town please contact Michelle Baker, BID Manager email Michelle@visitstaines.co.uk

What have we been doing?

Year 2 in review 1 st April 2018 – 31 st March 2019
During the past 12 months we have...

Marketing & Events

- Rebranded the Staines-upon-Thames BID as Visit Staines with a new eye-catching logo.
- Commissioned a marketing strategy for the BID.
- Introduced a new monthly Farmers Market on the second Sunday of each month to change the perception of the town on a Sunday and give visitors another great reason to visit Staines-upon-Thames. The Farmers Market is along the High Street and generally attracts 15-25 stalls per month.
- Installed two banners above the High Street and posters and bollard covers across town to promote the Farmers Market.
- Organised and delivered events such as the Pet Celebration event on the High Street and Comedy Nights at the community centre.
- Booked singers, face painters and entertainment for the High Street at key times such as half term, when the BBC Surrey Radio bus came to town and the opening of Iceland supermarket.
- Supported the town's annual Christmas parade and also organised a life-size inflatable Christmas snow globe, various 2D festive standees for photo opportunities and booked real reindeer for the High Street as a family attraction.
- Organised a Porsche car show on the roof of the Elmsleigh multi-storey car park.
- Sponsored the Spelthorne Business Forum SBF business awards with a category to recognise the 'Best Business in Staines-upon-Thames'.
- Sponsored the Mayor's Business Leaders event.
- Sponsored the town's Pancake Race.
- Sponsored Staines-upon-Thames Day.
- Supported Shopmobility.
- Jointly funded a drone video with Spelthorne Borough Council – a drone video of Staines-upon-Thames which is a great marketing tool to showcase the town; this will be used on the new Visit Staines website this year.
- Ran various marketing campaigns in TW Magazine, The Primary Times, Spelthorne Bulletin and a billboard to raise the profile of Staines-upon-Thames and the offer.
- Continued to ensure Visit Staines has a strong social media following with engaging Facebook, twitter and Instagram platforms.
- Kept the Visit Staines website continually updated.
- Launched the 3-day giveaway competition on the Visit Staines Facebook page every Friday-Sunday to promote local businesses and boost our social media following.
- Gave away thousands of free reusable Visit Staines branded shopping bags.

Attractive Town

- Funded and organised all of the town's Christmas lights.
- Funded all of the summer and winter hanging baskets throughout the town.
- Funded the new flower towers for the town.



- Provided free WiFi along the High Street.
- Installed blue Visit Staines flags along the frontages of businesses on the High Street under the Iron Bridge to make an impact at this key gateway to the town.
- Replaced the flags with white and red poppy flags and installed large poppies on the lamp posts during November to observe Remembrance Sunday.
- Met with Network Rail to discuss the Iron Bridge being replaced and the area around the train station being improved.

Safe & Secure

- Provided BID Rangers every weekend and every school holiday who act as a security deterrent and provide a safe and reassuring presence in the town.
- Saw our BID Rangers recognised for an award from Surrey Police for reducing levels of anti-social behaviour in the town centre.
- Purchased DISC, the crime information sharing app which will be rolled out to businesses this year.
- The Stai-Safe radio scheme has increased the numbers of users who use the radio to share information, raise alerts, provide reassurance to lone workers and enable users to communicate with fellow businesses, the BID Rangers, town security and the CCTV control room.

Business Support

- We wrote to the Council regarding the repair of SCOOTs which control the traffic light signalling, the failure of which causes traffic. This issue was repaired.
- We met with Surrey County Council to relay our concerns that we feel a gate should be installed at either end of the High Street in place of the obsolete bollards for safety reasons. This is being progressed and the BID will meet with Highways and Councillors to discuss further.
- We submitted a letter of support in respect of the planning permission for the Berkeley Homes property development on London Road as we support investment in Staines-upon-Thames and increasing the number of residents in the town which will ultimately benefit businesses. Decision on planning permission to be determined.
- we have worked in partnership with Spelthorne Borough Council to explore a new subsidised Staines-upon-Thames employee parking offer. A trial will commence in Spring 2019 to see the level of take-up and review the scheme.

A big thank you to our sponsors

- The Elmsleigh Shopping Centre, Two Rivers Retail Park and Berkeley Homes who sponsored the town's flower towers.
- Bupa, Heathrow Airport, Metro Bank and Vida Homeloans who sponsored the town's Christmas lights.
- Spelthorne Borough Council who have supported and hosted our year-round events including our monthly Farmers Market and Porsche car show.
- Vida Homeloans who host our monthly BID Board meetings.
- Kall Kwik who print our monthly BID newsletter.

What's Next?

Our Plans for Year 3

Between 1 st April 2019 – 31 st March 2020 we pledge to...

Clean & Green

- Reduce plastic waste in Staines-upon-Thames town centre and raise awareness of the campaign.
- Continue to fund all of the summer and winter hanging baskets and flower towers throughout the town.
- Install even more hanging baskets and flower towers to make the town brighter and more vibrant.
- Plant and maintain areas of unkempt land across the town such as at the train station to create a better first impression for visitors.
- Arrange graffiti removal across the town and maintain.
- Professionally deep clean areas in town such as the lino statue plinth and the large High Street entrance posts for tangible improvements along the High Street.
- Upgrade the litter bins throughout the town through offering sponsorship opportunities to businesses.

Safe & Secure

- Continue to provide two BID Rangers to keep the town safe every Saturday and Sunday 11am-7pm and every day during each school holiday and half term such as 2 weeks at Easter, 6 weeks at Summer etc.
- Encourage all businesses to report crime no matter how small. Raise awareness of businesses being able to report incidents online through the 101 website.
- Expand the Stai-Safe radio scheme, over 60 businesses in town have a Stai-Safe radio and we will encourage more businesses to join the scheme and share information on business crime as well as giving businesses instant and direct communication links with fellow businesses, the BID Rangers, shopping centre security and the CCTV control room.
- Rollout and promote DISC which is a crime information sharing app to keep businesses informed and sharing information and photographs of incidents, known shoplifters and offenders, those that cause ASB in the town etc.
- Work closely with the Police on different awareness projects that affect users of the town centre such as bike theft and purse theft.
- Lobby for new gates to be installed at either end of the High Street in place of the obsolete bollards as we want our High Street to be safe for pedestrians.
- Raise awareness of the locations of defibrillator in the town and install more if required.

PR & Marketing

- launch a refreshed new look Visit Staines website. We have an existing Visit Staines website and a new website will be launched in Spring 2019 with additional features and more information to share with our members such as footfall figures and carpark occupancy figures, minutes of BID meetings, all editions of the BID newsletter, forthcoming BID meeting dates, business premises to let and much more.
- Increase followers on the Visit Staines Facebook page which currently has over 4,500 followers; we will continue to use this as a platform to promote local businesses, inform of special offers, run competitions, support new businesses opening and list the town's events. We will also further develop our twitter and Instagram sites.



- Continue to raise the profile of the town and advertise Staines-upon-Thames and the town's offer on billboards, roundabouts and publications such as the Primary Times, TW Magazine, The Spelthorne Bulletin and hardback book Visit Surrey.
- Continue to write and distribute the monthly Visit Staines BID newsletter to all 300 BID members.
- Promote the Visit Staines brand and website through items such as the reusable shopping bags and other giveaways.
- Produce a usable Z-card map of the Staines-upon-Thames BID area to show the hotels, restaurants, shopping centres, high street, leisure offer, car parks, bus and train stations, the river and memorial gardens.
- Support JISP, the loyalty app in Staines-upon-Thames.

Town Improvements

- Continue to fund the free WiFi along the High Street.
- Replace the large High Street banners outside of Debenhams to promote the Visit Staines brand and website and local businesses.
- Sponsor the new Staines-upon-Thames moor signage at the river.
- Install directional 'Town Centre this way' train station signage.
- Install directional 'The River this way' wayfinding signage.
- Install two digital signage boards on the pedestrianised High Street to inform visitors on forthcoming events, promote local businesses and deliver key information.
- Continue to fund and organise the town's Christmas lights.
- Review and improve the Christmas lights in other key areas such as under the Iron Bridge High Street.
- Explore the possibility of the mosaic floor display at the crossover between the two shopping centres being repaired or replaced.

Events

- Continue to sponsor and support the town's Pancake Race, Staines-upon-Thames Day, the Staines 10k, Mayoral Events and Shopmobility.
- Organise and deliver a programme of year-round events to boost footfall in the town such as car shows, family fun days and a range of activities during the school holidays such as face painters, free arts and crafts and live music.
- Continue to bring the monthly Farmers Market which takes place on the second Sunday of each month along the High Street.
- Celebrate the Farmers Market's first birthday in August with a day of family fun, music and entertainment alongside the stallholders.
- Launch 'Spy Quest' which is a book and app with three key events throughout the year launching in May.
- Organise a large screen to show the Wimbledon finals.
- Explore movie nights in the town such as a rooftop cinema or drive-thru cinema experience.
- Bring back 'Valuation Days' in September with celebrity host BBC's Paul Martin from Flog It which is an event we held in 2017. The public can attend free of charge for a valuation of their art, valuables, collectibles with the option of sending to auction.
- Support and be involved with the annual Christmas Parade and run Christmas attractions such as the inflatable snow globe and other activities.

Business

- Ensure the BID Board is representative of all business sectors.
- Host business networking meetings for BID businesses to meet.
- Host a high-profile business event with a keynote guest speaker.
- Support the Spelthorne Business Awards through a category for best business in Staines-upon-Thames BID area.
- Introduce a subsidised Staines-upon-Thames employee parking offer which will assist businesses with recruitment and staff retention.
- Support Pub Watch and work with the evening economy.
- Aim to achieve Purple Flag status for the town and put in place the measures required; this award recognises that a town / city is a safe place to visit at night.
- Continue to lobby Network Rail for the Iron Bridge to be replaced as this is a key gateway to the town and needs to be improved.
- Support all local businesses.
- Conduct a business needs survey.

Tell us

Do you have ideas for projects that you would like to see the BID working on this year?

Is there an initiative that would benefit your business sector, your employees or your customers?

Are there issues you would like the BID to tackle this year?

We would love to hear from you, please get in touch.

Contact

For more information on Visit Staines, the Staines-upon-Thames Business Improvement District (BID) company please contact Michelle Baker, BID Manager Email Michelle@visitstaines.co.uk

To view the 5-year Staines-upon-Thames BID Business Plan or find out more about the BID please go to www.visitstaines.co.uk



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