

# REFLECTIONS

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

**YEAR 1 REVIEW 1ST APRIL 2017 – 31ST MARCH 2018**

**Dear BID Member,**

We are now at the end of the first year of the **5-year BID term** and it has been a busy and exciting time for the **Staines-upon-Thames Business Improvement District (BID)**.

Following the successful postal ballot in **November 2016** in which **76% of businesses**, representing 72% of rateable value voted in favour of establishing a Business Improvement District, the **BID** launched on **1st April 2017** and the **BID** Board and management team got underway with making the projects detailed within the 5-year **BID** Business Plan a reality to ensure the **BID** was a success.

We would like to take this opportunity to thank all **300 businesses** within the **Staines-upon-Thames BID** area for their support during our first year and to take this opportunity to give you an overview on the progress we have made. We are really looking forward to building on the work achieved to date and to the exciting plans we have in store for our second year.

Thank you,

Your Staines-upon-Thames **BID** Board

# YEAR 1 BID PROJECTS OVERVIEW

## BID Management

In early 2017 a postcard went out to all businesses within the **BID** area to ask for **BID** Board nominations; the Board was officially formed in April 2017 and is made up of local business owners and managers representing the **Staines-upon-Thames BID area**. The Board meet monthly and are responsible for ensuring that the **BID** delivers the objectives set out in the **5-year BID Business Plan** that businesses voted on during the ballot. The **Staines-upon-Thames BID Business Plan** is available to view online at [www.visitstaines.co.uk](http://www.visitstaines.co.uk)

### The Staines-upon-Thames BID Board members are (in alphabetical order):

- Alan Sproston, Temporary Chief Inspector, North Surrey Police
- Amy Rose Wyatt, Store Manager, Marks and Spencer
- Brian Fennelly, Store Manager, Boots
- Eric-Enno Snel, General Manager, The Thames Lodge Mecure Hotel
- Gary Little, Centre Manager, The Elmsleigh Shopping Centre
- Helen Belkhodja, Franchisee, Specsavers
- Joanna Hall, Centre Manager, Two Rivers Retail Park
- Mark Schweizer, Franchisee, McDonalds
- Nicola Williamson, Store Manager, Debenhams
- Paul Milner, Managing Director, Lewis Furniture (BID Vice Chairman)
- Stephen Gould, Founder, The Optical Shop (BID Vice Chairman)
- Steven Harvey, Managing Director, Oasis Estate Agents (BID Chairman)
- Terry Collier, Deputy Chief Executive, Spelthorne Borough Council

The **BID** Board give up their time voluntarily each month and would welcome new members. If you are passionate about Staines-upon-Thames, a manager or owner of a business within the **BID** area and would like to join the **BID** Board to represent your business sector or area of town please contact Michelle Baker, **BID** Manager on **email** [Michelle@staines-upon-thames.bid](mailto:Michelle@staines-upon-thames.bid). We would especially like representation on the Board from the office / professional services sector.

### We also have a BID Executive Board that meet every fortnight to discuss new ideas and monitor progress:

- Gary Little, Centre Manager, The Elmsleigh Shopping Centre
- Joanna Hall, Centre Manager, Two Rivers Retail Park
- Paul Milner, Managing Director, Lewis Furniture (BID Vice Chairman)
- Stephen Gould, Founder, The Optical Shop (BID Vice Chairman)
- Steven Harvey, Managing Director, Oasis Estate Agents (BID Chairman)
- Terry Collier, Deputy Chief Executive, Spelthorne Borough Council

The **BID** management team is in place. **Ingrid Van der Weide** is the **BID** Marketing and Events Manager working four days per week and **Michelle Baker** is the **BID** Manager working three days per week. They are based at the **BID** office at Old Bridge House on Bridge Street within the **BID** area and are jointly responsible for project managing and delivering the **BID** initiatives set out in the Business Plan. **Tim Kita** works one day a week and manages the **Stai-Safe** radio scheme.

**Staines-upon-Thames BID Ltd** has been incorporated at Companies House as a Limited by Guarantee, Not for Profit Company and is VAT registered. The **BID** bank account is held with Metro Bank within the **BID** area as they kindly offered the **BID** free business banking. We employ the services of a professional bookkeeper and accountant and the accounts will be regularly audited.

The **year 1 BID levy invoices** were sent out to all eligible businesses in **April 2017** and were issued by **Spelthorne Borough Council** as this is a requirement under BID legislation. **BID** levy income was **£300,000** and collection rate for the **BID** levy in the first year was an impressive **98.9%**.

## Branding and Marketing

A new swan logo was designed for the **Staines-upon-Thames BID**.

A new **'Visit Staines'** [www.visitstaines.co.uk](http://www.visitstaines.co.uk) website was designed and launched. **'Visit Staines'** is the public facing brand for the **Staines-upon-Thames BID** and the website includes updates such as store openings, job opportunities, a business directory listing all **BID** businesses with links to their respective websites and social media, a calendar of town centre events, special offers, competitions and much more. The **'Visit Staines'** website launched in **June 2017** and has had a total of **6,979 users** to date viewing over **18,000 pages**.

**'Visit Staines'** is also on **Facebook** and **Twitter** and we use these platforms to promote the offer in Staines-upon-Thames and to raise the profile of what's on in our town and of the local businesses within the **BID** area. Various competitions have boosted our social media followers. We currently have over **1,650 Facebook followers** and **700 Twitter followers**. If your business has a special offer or news story that you would like us to promote and share please get in touch and email [ingrid@staines-upon-thamesbid.co.uk](mailto:ingrid@staines-upon-thamesbid.co.uk). Please ensure that both you and your employees 'like' our Facebook page and follow us on Twitter.

*Monthly **BID** newsletters are distributed to all businesses to keep you all updated on **BID** projects and on matters that affect local businesses. Businesses can use the newsletter to promote b2b offers and offer discounts for all employees within the **BID** area such as the special employee offers we have received from Debenhams, McDonalds and Subway. The newsletters are all available to view at [www.visitstaines.co.uk](http://www.visitstaines.co.uk). Please email [ingrid@staines-upon-thamesbid.co.uk](mailto:ingrid@staines-upon-thamesbid.co.uk) to join our **BID** mailing list and receive your monthly **BID** newsletter electronically.*

The **BID's autumn marketing campaign** promoted Staines-upon-Thames as a centre for shopping, eating out with details of what's on in the town; this consisted of digital, print and bus advertising. The **Get Surrey digital campaign** had a total of **115,479 impressions** with **117 click throughs**. **30 panels** were displayed on the back of **South West buses** with an average of **48 days display per panel** (double the intended reach) and print advertising was displayed in the local **TW** and **Village Matters** magazines covering Staines, Ashford, Shepperton and Sunbury.

The **'Staines-upon-Thames Guide to Christmas'** was a **BID** initiative and the magazines were delivered to **10,000 homes** with a further **2,500 distributed to shops**, community centres and other public distribution points. The 36-page magazine included a directory of all the businesses in the **BID** area as well as Christmas gift guides, places to eat, things to do with children as well as details on the Christmas events.

The **BID** invested in reusable 'Visit Staines' shopping bags; a fantastic promotional tool and a popular giveaway.

## Events

An existing town centre event **'Staines-upon-Thames Day'** was boosted over two days this year as the **BID** provided the funding for **Glorianna the Queen's official row barge** to come to Staines-upon-Thames. The **BID** ran a competition to board the boat and enjoy a trip along the Thames and 10 competition winners plus their guests benefitted. There were unprecedented visitor numbers in town for the two-day event.

A new event **'Staines-upon-Thames Valuation Days'** was organised and funded by the **BID** in **September 2017**. This was the first stand-alone **BID** event and was a huge success. Presenter **Paul Martin** from **BBC TV** show **'Flog It'** attended both days and members of the public could come down to a marquee in the Market Square to meet with experts from auction house **'Grand Auctions'** for a free valuation of their art, jewellery, collectables etc. with the option of then sending the items on to auction. **48 items were consigned to auction** with an approximate total value of **£16,000 - £25,000**. We estimate that over **2,000 people** visited the event over the course of the two days.

A second new event **'Staines Comedy Night'** was also organised and funded by the **BID**. There have been two comedy nights to date. **The first in September 2017** was held in a marquee in the **Market Square** and the second in **February 2018** was held in the **Staines Community Centre**. Jointly the two comedy nights have attracted up to **200 people** into Staines-upon-Thames town centre on the evening.

Starting the **Staines-upon-Thames Christmas season** is the **annual Christmas Parade** organised by the **Elmsleigh Shopping Centre** and **Two Rivers Retail Park** and this year was supported by the **BID**.

This year the theme was **The 12 Days of Christmas** and the **BID** took the lead in promoting the parade in the 12 days prior. The **BID** joined in with **The Elmsleigh Shopping Centre** and **Two Rivers Retail Park** in keeping the 12 days theme running over the entire Christmas period to promote the town and its businesses.

## Events (continued)

The **BID** participated in and promoted the **Christmas Parade** as part of the overall **12 Days of Christmas campaign** that also included the **Staines-upon-Thames Guide to Christmas**, an advertorial in the **Surrey Advertiser** and **Addlestone News** promoting **Christmas in Staines-upon-Thames, the 12 Days of Christmas Hamper Competition** and the **12 Days of Christmas Snow Globe on the High Street**.

A new **'Staines-upon-Thames Christmas Food Festival'** was organised and funded by the **BID** with a variety of food and craft stalls, cookery demonstrations and appearances from celebrity chefs including **Aldo Zilli**.

The **three-day event** was held in the **Market Square** extending to **Memorial Gardens** and relocated to the **High Street** for the final day.

Another new festive addition to the **High Street** this year was the giant snow globe, funded and organised by the **BID**. For one weekend in December members of the public could step inside for a free photo opportunity and this proved to be a popular attraction for families.

The **BID** launched the **'Love Your Town' Facebook competition** for Valentine's Day which had a reach of more than **6,500** with **440 reactions** comments and shares resulting in over **200 online** and manual entries to the competition. In addition **1,500 'Visit Staines' branded packets of love heart sweets** were handed out in the **Elmsleigh Shopping Centre** to shoppers on Valentine's Day alongside a display of the **'Love Your Town'** competition entries.

The **BID** worked with **Shopmobiliy, The Elmsleigh Shopping Centre** and **Two Rivers Retail Park** to promote the annual **Charity Pancake Race** along the High Street. **12 businesses took part** in the relay race to raise **£1,400.00** for **Shopmobility**.

The success of this years events has enabled us to support **Shopmobility**. **Staines Shopmobility** opposite Vue cinema is available to anyone with limited mobility, whether temporary or permanent. Users do not need to be registered as a disabled person, be a regular wheelchair user or a Blue Badge holder. They may be recovering from an operation, illness or an injury such as a broken leg. The scheme aims to ensure all visitors can fully access the facilities and services and businesses in Staines-upon-Thames town centre and the **BID** is happy to support this valuable service.

## Safety

The **'Stai-Safe' radio scheme** is the town-wide security radio for shops, bars and restaurants in **Staines-upon-Thames BID area** and enable businesses to have direct contact with the CCTV control rooms, **BID Rangers**, shopping centre security guards and share crime intelligence with fellow businesses, put out alerts for missing children and act as reassurance for lone workers. The Police also have access to a radio as required.

Previously the **Stai-Safe radio scheme** was managed by **Spelthorne Borough Council** and radios would cost businesses **£500+ per annum to hire**. Since the **BID** took over the scheme radios cost **£250.00 per annum to hire** which is an immediate **50%** saving for **BID** businesses. **60 businesses** are currently signed up to the **Stai-Safe radio scheme** and we would like to encourage more businesses to take up this valuable service so that there is a coordinated business approach to tackling crime and sharing information. We are offering all **Stai-Safe radio members a free training session in March 2018**.

Please email [Michelle@staines-upon-thames.bid](mailto:Michelle@staines-upon-thames.bid) for more information.

The **Staines-upon-Thames BID Rangers** were introduced this year. The **BID** delivered a pilot **BID Ranger** scheme from **1st December 2017 – 31st March 2018**. The **BID Rangers** have proved to be an invaluable service in providing a reassuring presence throughout the **BID** area every Saturday and Sunday which is when you told us they were needed most. **Two Rivers Retail Park** and **The Elmsleigh Shopping Centre** had their own security personnel but the **High Street** and others areas of the town centre did not and the **BID Rangers** now ensure that all areas are covered and Staines-upon-Thames has a co-ordinated approach. Our two uniformed **BID Rangers** make the town feel safer and more inviting and are on hand to welcome visitors and assist shoppers throughout the day. They also work closely with the Police and businesses to reduce crime and anti-social behaviour.

The **BID Rangers** can be contacted directly via the **Stai-Safe radio** and they undertake continuous foot patrols of the **BID** area **from 10am – 6pm every weekend**. They have assisted with locating missing persons, attended to first aid incidents and shop thefts, tackled anti-social behavior, given directions and provided visitors with reassurance and assistance.

## Safety (continued)

In **February 2018** we extended the **BID** Rangers shifts to include two full weeks; **Primark's** opening week and also half term week when we knew that the town would be busier with increased footfall and new visitors to the town. The **BID Rangers** work closely with the **local Police**, the **two Shopping Centre security teams** and local businesses. So far the **Rangers** have been asked for directions **75 times**, asked what a **BID Ranger** is and does **89 Times** and **dealt with 135 incidents and occurrences throughout the BID area.**

Our Rangers are always out and about and happy to talk with you but if you would like to arrange for one of them to pop in and see you please **email: Michelle@staines-upon-thames.bid** and we can set this up for you.

## Attractive

The hanging baskets in the **BID** area are provided by **Spelthorne Borough Council** and historically have been funded by local businesses or Councillors. This year the **BID** invested both the **summer and winter hanging baskets** and also increased the numbers of baskets throughout the **BID** area.

The **BID** has installed '**Free Wi-Fi**' along the High Street with coverage **from Debenhams down to Pet's Corner.** The '**Visit Staines**' **public Wi-Fi** is free to use for all visitors and shoppers and the equipment will also enable us to produce reports on footfall. **2,600 unique users log on to the free Wi-Fi per month consuming 34gb.** We have had **1,483 registrations** and there are **900 regular users each month** too. The average time spent on the network is approximately 10 minutes.

Previously Spelthorne Borough Council provided and installed the Christmas lights in the town centre, relying on external funding. Following the **successful BID ballot** the **Christmas lights** were transferred to the **BID** who decided to provide a refreshed scheme and entered into a **5-year hire contract** with a festive lights provider for **new lights throughout the entire BID area.**

The **BID** also funded and fitted additional brackets along the High Street (for the parade of businesses under the Iron Bridge) and **installed lit Christmas trees along business frontages**, this area of town had not previously benefited from Christmas lighting. The trees outside of **Debenhams** were also lit with new LED lights.

**Bupa** who have offices just outside of the **BID** area kindly donated **£5,000** towards the Christmas lights.

## BID AGM

All **BID** levy payers will be formally invited to the **BID AGM** in **Spring 2018.** This will be an opportunity for you to meet with the **Staines-upon-Thames BID Board**, hear our exciting plans for year two, vote on Board elections and receive your copy of the **BID** company accounts as well as participate in a **BID Q&A** session.

## YEAR 2

Our year one approach was very much to deliver multiple projects outlined in the **BID Business Plan** however in our second year we will focus on three key themes. The budget allocation in year two will be broadly divided as follows:

<b>Theme 1:</b> Attractive, Marketing and Events	<b>£235,000</b>	65% of budget
<b>Theme 2:</b> Safer Town	<b>£70,000</b>	30% of budget
<b>Theme 3:</b> Productive Town	<b>£11,000</b>	5% of budget

## 'Attractive Town' projects will include...

- Summer and winter hanging baskets throughout the entire **BID** area
- We entered **Staines-upon-Thames** into the national '**Britain in Bloom**' competition for 2018 so we will ensure our town looks as its best with increased floral displays and environmental improvements
- **Flags** will be displayed in the brackets / poles along the High Street (parade of businesses under the Iron Bridge) and other gateways at key times such as the World Cup and Poppy Day with a general **Visit Staines flag** displayed during the rest of the year
- We will be seeking permission from **Network Rail** to brighten up the gateway to town with a new mural for the Staines Iron Bridge
- The **free Wi-Fi** will be maintained and footfall figures monitored and data shared with businesses
- Street furniture will be upgraded

## 'Marketing and Events' projects will include...

- We will deliver year round marketing campaigns including '**Shop Local**', '**Accessible Staines-upon-Thames**' and a new **Christmas campaign**
- The '**Visit Staines**' website and social media platforms will continue to be enhanced and promoted
- There will be competitions and giveaways throughout the year
- A new programme of events to increase footfall will include:
  - **Pet Celebration**, 14th and 15th April
  - **Comedy Night**, 11th May
  - **Summer Event**: Mayor's River Day & Staines-upon-Thames Day, 30th June and 1st July
  - **Summer Event**: World Food Market, 30th June – 1st July
  - **Comedy Night**, July
  - **Comedy Night**, 21st September
  - **Valuation Days**, 22nd and 23rd September
- **Five 'Magical Christmas' weekends to include:**
  - **Christmas Parade**, 18th November
  - **Giant Snow Globe**
  - **Reindeers**
  - **Christmas Carol Concert**
  - **Christmas Carousel**
- **Comedy Night**, February
- **Charity Pancake Race**, February

## 'Safer Town' projects will include...

- Following the successful **BID Ranger** pilot the **BID Rangers** will now be a feature in our town throughout year two. Patrolling between the hours of 10am-6pm every Saturday and Sunday as well as working during key events and school holidays
- The **BID Rangers** will be provided with a new **BID branded uniform**
- We will introduce crime information sharing apps for businesses such as **Facewatch / DISC**
- As more businesses join the **Stai-Safe radio scheme** we will purchase additional radios

## 'Productive Town' projects will include...

- The **BID** will sponsor the new **Spelthorne Business Awards** with the category **Best Staines-upon-Thames BID Business** which you can enter at [www.spelthorne.gov.uk/smba](http://www.spelthorne.gov.uk/smba)
- We will continue to support the **Zone 6 Campaign** which aims to bring Staines-upon-Thames into the **Oyster Card zone**
- Conduct a business needs survey and facilitate and deliver business training
- Produce a business welcome pack for new businesses setting up in Staines-upon-Thames



## Contact Us

The list on the previous pages will give you an idea of what we are working on in our second year and is not exhaustive.

This is your **BID** and we welcome your feedback, suggestions and ideas for new projects, initiatives and town centre improvements. Please get in touch with your **BID** team:

### **Michelle Baker**

#### **BID Manager**

Email: [Michelle@staines-upon-thames.bid](mailto:Michelle@staines-upon-thames.bid)

Tel: 07527 016 338

### **Ingrid Van der Weide**

#### **BID Marketing & Events Manager**

Email: [Ingrid@staines-upon-thamesbid.co.uk](mailto:Ingrid@staines-upon-thamesbid.co.uk)

Tel: 07727 257262

## Write to us

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