



STAINES-UPON-THAMES

BUSINESS IMPROVEMENT DISTRICT (BID)

Making a difference between 2017-2022



YEAR 4 REVIEW 1 APRIL 2020 – 31 MARCH 2021

DEAR BID MEMBER

We are at the end of the fourth 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 fifth year and look forward to making a big difference this year for you, your business, your employees and your town.

THANK YOU

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

YOUR STAINES-UPON-THAMES BID BOARD:



HELLO

The last 12 months for Visit Staines BID has been incredibly difficult, as it has been for all businesses across all sectors due to the pandemic. We have had to strike a satisfactory balance between providing an important service to our 300 Members in Staines-upon-Thames town centre, whilst working within Covid-19 constraints and operating on a reduced income.

With the route out of lockdown now publicised by the government, we are working up key plans for Staines-upon-Thames in 2021 and it is extremely important that businesses pay their BID levy on time and in full so that we can undertake the projects, improvements and initiatives needed to aid the town's post-Covid recovery efforts this year to ensure that Staines-upon-Thames is the favoured place to shop, visit, live and work.

THE LAST 12 MONTHS

So, what have we been doing in Staines-upon-Thames between 1st April 2020 – 31st March 2021? The fabulous events we had booked and planned for 2020 such as our Easter Trail across the town centre, regular Comedy Nights, 3-day Summer Open Air Cinema, VW Car Show, Cars as Stars event, VE Day event, Oktoberfest and life-size snow globe to name just a few were unfortunately all cancelled due to Covid-19.

We were also scheduled to sponsor the Spelthorne Business Awards, Staines-upon-Thames Day and the Staines 10K run but these were also cancelled.

However, despite events and projects getting postponed and cancelled the Visit Staines BID Board continued to meet virtually on a weekly basis and collectively pledged that we would do our absolute best within the remits permitted and with the resources available to make a difference in Staines-upon-Thames. We are delighted that we successfully delivered and funded:

EVENTS

- The annual Pancake Race in the High Street, in partnership with Shopmobility. This was held in February 2020 with a range of local businesses participating. We have sponsored and helped to organise this event for the past 3 years (2018/19/20).
- A socially distanced 3-day Open Air Cinema in Memorial Gardens. This was held at the end of September and was the second time we have organised and delivered this high profile event (2019/20).
- Outdoor Yoga and Bootcamp in Memorial Gardens, in partnership with The Thames Club. This was a new initiative for 2020, free for the public and local workers to attend and was held weekly throughout Summer and Autumn.
- Monthly Farmers Market, held on the second Sunday of the month when we were legally able to do so under Covid-19 restrictions.
- An Elf on the Shelf Christmas competition for shoppers, working with businesses in the town and promoted on the Visit Staines social media platforms.

MARKETING

- Regular press releases in the Surrey Advertiser newspaper / Surrey Live online to raise the profile of Staines-upon-Thames.
- A Christmas brochure to promote local businesses and the offer in Staines-upon-Thames whilst reinforcing the message that Covid had not cancelled Christmas. This was distributed to thousands of local homes, in partnership with Staines Rotary Club.
- Advertisements for Staines-upon-Thames events such as the Farmers Market and Open Air Cinema in TW Magazine and the Heathrow Villager.
- Maintaining and updating the Visit Staines website www.visitstaines.co.uk and social media pages. Visit Staines Facebook page with 7,161 followers and Instagram page with 1,634 followers.
- Running regular competitions on the Visit Staines Facebook page to promote local businesses and special offers.

BUSINESS SUPPORT

- BID staff parking scheme, offering reduced parking charges for local workers on 75 parking spaces, in partnership with Spelthorne Borough Council.
- Accessibility ramps. We conducted an audit of all shops and businesses and ordered foldable ramps for those businesses with steps or an elevated entrance to ensure that Staines-upon-Thames is accessible for all including those with wheelchairs and pushchairs, in partnership with the Enterprise M3.
- High Street banners to welcome visitors and shoppers back to Staines-upon-Thames and reinforce social distancing messages, in partnership with Spelthorne Borough Council.
- Covid-19 assistance for businesses such as posters, bollard covers and floor stickers to reinforce social distancing measures and messaging.
- Regular email updates for businesses detailing the government guidance and financial support available for businesses.
- Lists detailing opening hours of essential businesses updated regularly on Visit Staines social media and website during all lockdowns. These were a valuable source of information for the public.
- Promoting different business sectors online.
- Arranged for MP Kwasi Kwarteng to meet with local businesses in Staines-upon-Thames and discuss the effects of Covid-19.
- Visit Staines BID Newsletter for 300 local businesses. Copies available at www.visitstaines.co.uk

SECURITY

- BID Rangers, town centre security patrols working every Saturday, Sunday and school holiday from 11am-7pm to keep our town safe and deal with anti-social behaviour and crime. The BID Rangers are also part of the Stai-Safe radio scheme and respond to local businesses as required.
- Stai-Safe radio scheme. This scheme has over 60 Members and enables businesses to liaise directly with the BID Rangers, fellow businesses on the scheme, the Council CCTV control room and the CCTV control rooms and security guards for the two shopping centres. We have managed this scheme for 4 years (2017/18/19/20).
- Re-location of the Stai-Safe radio mast. With Debenhams closing and with the radio mast on their roof, we have had to arrange for a new mast to be installed at an alternative location, in partnership with Spelthorne Borough Council.
- DISC, this is a phone app that enables all Stai-Safe radio users to share and report information relating to retail crime, anti-social behaviour, counterfeit money, pick-pocketing, bogus begging etc.
- One of Staines Police Sergeants is a member of the Visit Staines BID Board which enables us to provide and receive intelligence on Staines-upon-Thames town centre. This is an invaluable partnership.

ATTRACTIVE TOWN

- High Street Wi-Fi, free for visitors and shoppers to use. We have funded this for 4 years (2017/18/19/20).
- The summer and winter hanging baskets across the town centre which we have funded for 4 years (2017/18/19/20).
- The summer and winter planting in the flower towers across the town centre, in the planters in Market Square and the brick border outside of The George Pub on the corner of Church Street which we have funded for 3 years (2018/19/20).
- Restoration of the prominent High Street floor mosaic which had been in disrepair for many years, in partnership with Spelthorne Borough Council.
- Christmas lights across the town centre which we have funded for 4 years (2017/18/19/20).
- Graffiti removal across the town centre as required. In addition to Council cleaning.

SIGNIFICANT PROGRESS MADE

Whilst 2020 was a challenging year we are incredibly pleased to have been instrumental in successfully progressing two long term projects to a positive conclusion:

- In 2019 we purchased 2 large Visit Staines branded digital signs to promote the 300 businesses in the town centre for free as part of being a part of the BID. Unfortunately in 2020 our planning permission was rejected by Surrey County Council.

However Covid-19 highlighted the importance of public messaging and supporting local businesses, so we appealed the planning decision and put forward the countless benefits of the signage scheme, not only to display NHS and government messaging but also to promote our 300 Members for free as part of their BID levy.

After much discussion and negotiation, we were thrilled to be granted permission to install the signs, in partnership with Spelthorne Borough Council and Surrey County Council.

The two digital signs will be operational in April 2021 and all 300 businesses will benefit from free advertisements. Please contact Michelle@visitstaines.co.uk to arrange to send your advert in the size required and we will promote your business on the new High Street digital advertising boards.

- We are pleased to confirm that the High Street bollards will be replaced this year. Visit Staines BID has been advocating for the replacement of the obsolete barriers at either end of the High Street. For 4 years Visit Staines BID has highlighted their concerns that the High Street has no protection whatsoever for pedestrians and there is nothing to prevent a vehicle driving down the High Street due to a lack of bollards or gates at either end. In March 2021 we received the encouraging news that the bollards will be replaced; the project will be funded from the local authority Community Infrastructure Levy CIL. Thank you to Spelthorne Borough Council and Surrey County Council for leading on this.

WHAT'S NEXT

As Visit Staines BID is 100% funded from BID levy paid by local businesses, we need our 300 Members to pay their BID levy invoices on time and in full in order for us to deliver improvements and projects in the town centre. During 2021 we will continue with the work we have delivered in 2020 and will continue with the projects detailed above and look to undertake more events that boost footfall and raise the profile of the town and local businesses.

- Hanging baskets, flower towers and floral displays.
- BID Rangers.
- Stai-Safe radio scheme.
- Employee parking scheme.
- Christmas lights.
- Free High Street Wi-Fi.
- Year round events.
- Outdoor yoga and bootcamp.
- Farmers Markets.
- Cars as Stars event.
- VW Car Show.
- Open Air Cinema.
- Christmas event.
- Promoting your business on the High Street digital signs.
- Graffiti removal and deep cleaning.
- Business networking and training.
- Newsletters and meetings.
- Strong online presence for Visit Staines and local businesses.
- Review of our initial pledges and ensuring that all have been delivered.

HAVE YOUR SAY

As Visit Staines BID heads into our fifth and final year before election we will be writing the new 5-year business plan for Staines-upon-Thames that all businesses will vote on in early 2022. We will be undertaking consultation with businesses to find out the projects and improvements that you would like to see in Staines-upon-Thames over the next 5-years and also hear your ideas of what would benefit your business sector, location, shoppers and employees.

To receive a copy of the 'Visit Staines: The Next 5-years' survey by email please contact Michelle@visitstaines.co.uk to ensure that you are on our mailing list.

BID BOARD

Visit Staines BID needs you! We are inviting you to join the Visit Staines BID Board. If you own or manage a business in Staines-upon-Thames and would like to play a greater role in shaping the town centre, then please get in touch. Board membership is strictly voluntary and Board meeting attendance would take up 2 hours of your time, on one day per month.

Please email Michelle@visitstaines.co.uk for further information.

GET IN TOUCH

Michelle Baker, Visit Staines BID Manager
Email: Michelle@visitstaines.co.uk
Website www.visitstaines.co.uk

THANK YOU

To all 300 BID Members for your continued support.

Special thanks to Spelthorne Borough Council, Surrey County Council, Surrey Police, Two Rivers Shopping Centre and The Elmsleigh Shopping Centre who support and work in partnership with Visit Staines BID.