

AUTUMN OPEN AIR CINEMA

Our socially distanced Open-Air Cinema 25-27 September 2020 was a success and we were able to show 7 films over the 3 days in Memorial Gardens. We were pleased we were able to host an event in the town last year and whilst we may not have had the crowds, we had in 2019, we certainly hosted a safe and well managed event, showing that we are able to adapt and still deliver in these difficult times.



If your business has an offer for employees within Staines-upon-Thames that you would like to feature in our next Newsletter please contact Michelle@visitstaines.co.uk

OUTDOOR YOGA AND BOOTCAMP

A big thank you to The Thames Club for working in partnership with Visit Staines last year and providing running free outdoor yoga and bootcamp sessions in Memorial Gardens on a weekly basis.

This is something we would encourage businesses to inform their employees about when we re-launch this in the Spring as its great fun, boosts wellness and is the perfect start to the day next to the River Thames.



ADVERTISE YOUR BUSINESS FOR FREE

Visit Staines BID purchased two digital advertising screens to advertise the local businesses within Staines-upon-Thames town centre (our BID members) and promote year-round events as well as feature public messaging to reinforce Covid-19 messaging. Whilst we did experience delays with the planning permission in 2020 we are pleased to say that both signs will be installed on the High Street in early 2021 and will provide maximum exposure for our 300 BID members who will all be advertised free of charge!

Please ensure you have paid your 2020 BID levy bill as we will not be able to advertise your business if you have not. We will be in touch soon with further details so that you can send your adverts and artwork to us in readiness for the big switch on!

Follow Visit Staines



visitstaines.co.uk



Sponsored by KallKwik
Clarence Street
Staines-upon-Thames

kallkwik[®]
business design + print
fast • personal • local



THE NEWSLETTER FOR BID BUSINESS

January
Edition 2021

SHOP LOCAL
EAT LOCAL
SPEND LOCAL
ENJOY LOCAL



HELLO

On behalf of the Visit Staines BID Board we would like to wish all businesses in Staines-upon-Thames a happy and prosperous 2021

Throughout lockdown and since March 2020 the BID Board have continued to meet a minimum of once a fortnight via Zoom to discuss the BID operations and activities and you can join us!

If you own or manage a business in Staines-upon-Thames and are one of our 300 BID members you are welcome to join the Visit Staines BID Board. Please contact Michelle@visitstaines.co.uk for further information.

Your Visit Staines BID Board:

Michelle Baker, Visit Staines BID Manager
Steven Harvey, BID Chairman, Oasis Estate Agents
Stephen Gould, BID Vice Chair, The Optical Shop
Paul Milner, BID Vice Chair, Lewis Furniture
Joanna Hall, Two Rivers Retail Park
Gary Little, The Elmsleigh Centre
Terry Collier, Spelthorne Borough Council
Keith McGroary, Spelthorne Borough Council
Mark Schweizer, McDonalds
Helen Belkhodja, Specsavers
Michele Gibson, Thames Side Brewery
Peter Williams, The Thames Club
Sgt Ali Dunlop, Surrey Police
Gurpreet Dhaliwal, Metro Bank
Ibrahim Miah, Primark

KEEPING THE TOWN SAFE

We recognise the vital service our BID Rangers provide in the town and to local businesses. Our two BID Rangers patrolled the town centre daily for 2 weeks in December from Saturday 19th December to Sunday 3rd January 2021. They will be working on Saturdays 11am-7pm during the latest Tier 4 lockdown.

The BID Rangers are our eyes and ears and support businesses and the town when there are instances of anti-social behaviour or retail theft and are a friendly authority to help with shopper and visitor queries.

If you have a Stai-Safe radio you can contact the BID Rangers directly. If you would like to join the Stai-Safe radio scheme and have your very own radio which will give you direct contact with the BID Rangers, CCTV control room, Shopping Centre security and your fellow businesses to share intelligence on retail crime please email staisafe@stainesuponthamesbid.co.uk for further information.



COVID FINANCIAL SUPPORT FOR BUSINESSES



Business Funding and Grants Available Update 15 January 2021

The Government has provided Local Authorities with funding to operate a number of grant schemes to provide support to businesses. The summary below covers local and both the national lockdown restrictions grants that are being administered from 5 November 2020.

Local Restrictions Support Grants (Closed) Addendum

This grant is payable for periods when full National Restrictions have been in place between 5 November 2020 and 2 December 2020 and 5 January 2021 to 15 February 2021.

Eligibility

All businesses that are ratepayers and that were instructed to close by the recent Government regulations. This includes non-essential retail, leisure, personal care, sports facilities and hospitality businesses.

Amount

The grant amounts are dependent on the rateable value range for the 28 day temporary national restrictions period: -

Period 5 November 2020 to 2 December 2020:

Rateable value less than £15,001 = £1,334

Rateable value £15,001 - £50,999 = £2,000

Rateable value greater than £50,999 = £3,000

Period 5 January 2021 onwards based on a 42-day cycle:

Rateable value less than £15,001 = £2,001

Rateable value £15,001 - £50,999 = £3,000

Rateable value greater than £50,999 = £4,500

Plus:

Closed Business Lockdown Payment based on a 42 Cycle from 5 January 2021

Amount

Rateable value less than £15,001 = £4,000

Rateable value £15,001 - £50,999 = £6,000
Rateable value greater than £50,999 = £9,000

Local Restriction Support Grant (LRSG Open/Closed)

In addition to the above grants available, there are also payments available during Tier restrictions that existed during the following periods that Spelthorne Borough were placed into during December 2020:

Please note these are based on a 28-day cycle and in the event that changes occur payments will be calculated on a pro-rata basis.

Tier 2 - Period 3 December 2020 to 18 December 2020

Rateable value less than £15,001 = £934.00

Rateable value £15,001 - £50,999 = £1,400.00

Rateable value greater than £50,999 = £2,100.00

Tier 4 - Period 19 December 2020 to 4 January 2021

Rateable value less than £15,001 = £1,334.00

Rateable value £15,001 - £50,999 = £2,100.00

Rateable value greater than £50,999 = £3,000

Christmas Support Payment for wet-led Pubs

The government announced the introduction of additional support over the festive period for wet-led pubs in areas under Tier 2 or 3 restrictions. This is a one-off payment of £1,000.

Eligibility

Public houses that derive less than 50% of sales from food and the ratepayer was established in the pub before 1 December 2020.

You must be defined as a pub according to the following description as determined by Central Government: open to the general public, allow free entry other than when occasional entertainment is provided, allow drinking without requiring food to be consumed and permit drinks to be purchased at a bar.

Please note any business is ineligible for this any funding if they have exceeded the permitted state aid threshold or is in administration, insolvent or has been struck off the Companies House register.

In the event that you consider you are eligible for any of the aforementioned grant payments, then it is recommended you visit the Spelthorne Borough Councils website at www.spelthorne.gov.uk/LRSGO for further information whereupon you will be able to submit an application.

In addition to grants available for registered business rate payers, a discretionary scheme also exists for those non-registered businesses and grants will be awarded in accordance with the Local Authority's Discretionary Policy of which details will also be available on the authority's website.

This funding will be available until March 2022. In addition to supporting businesses through grants in order to assist business survival, the funding can also be utilised to support businesses by other means in order to support recovery as the restrictions reduce and the economy starts to pick up again. For instance, this may include the provision of free business advice and guidance, training, support with equipment. For further information contact e.development@spelthorne.gov.uk

A LOOK BACK AT LAST YEAR

Between 1 - 24th December 2020 Visit Staines BID ran a Christmas competition on our 'Visit Staines' Facebook page where shoppers were asked to look out for the life-size elves hiding in different shop windows and submit a selfie with the elf for a chance to win a prize.

One winner was drawn each week and all four winners received a Christmas hamper.



CHRISTMAS MAGAZINE

Visit Staines BID worked in partnership with Staines Rotary Club to produce a magazine that was distributed to 8,000 homes. In the magazine we promoted the offer in Staines-upon-Thames, the fantastic businesses and helped to promote the good work of the Rotary.

You can view the Christmas magazine on our website at visitstaines.co.uk



CHRISTMAS LIGHTS

The town centre Christmas lights were organised and funded by Visit Staines BID for the 4th year running and were switched on in early November 2020 to brighten up our town centre and add some sparkle.

FREE TRAINING LEADERSHIP & MANAGEMENT



Brunel University London is offering free training in leadership and management to help you and your business.

Why choose the Small Business Leadership Programme?

- Make your business more resilient
- Boost business performance and growth
- Create an innovative and agile organisation
- Recover from the impact of Covid-19
- Build leadership confidence and effectiveness

- Plan for the future of your business
- Build lasting relationships with small business leaders
- Improve risk management and efficiency

To register for this free course go to:

www.smallbusinesscharter.org/sblp-registration/ and select London

PURPLE TRAINING

There are also online resources and training around accessibility with information and advice on disability issues, providing practical solutions for your workplace. You can participate online and watch the tutorials at: www.wearepurple.org.uk/business/resources/