

## Company Operations

Shrewsbury BID is a business led partnership dedicated to making Shrewsbury a better place to live, work, visit and invest. Working with our partners we're investing £1.6m in projects on behalf of our members.

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| <p><b>1.1</b></p> | <p><b>Board Meetings</b><br/>The Board meets quarterly to review work in progress, completed and strategic planning. The Board will approve the Annual Action Plan &amp; Budget, the Annual Accounts and Annual Report. We will invite members to stand for Board Election at the Annual Meeting.</p>  |
| <p><b>1.2</b></p> | <p><b>Project Working Groups</b><br/>Project Working Groups will meet roughly every six weeks to discuss the detailed work being carried out in each project area. Members with specific interest or expertise in an area may be co-opted onto the group as appropriate.</p>   |
| <p><b>1.3</b></p> | <p><b>Member Engagement</b><br/>The BID will engage with our members across our project areas and will encourage participation in our work where possible. We will communicate regular updates on our progress through a range of methods, including the website, email, letters, newsletters, quarterly reviews and the annual report.</p>  |
| <p><b>1.4</b></p> | <p><b>Levy Collection</b><br/>The BID has set a levy for the next year based on the 2007 values on which the BID was voted in. Shropshire Council will continue to collect the levy on our behalf having achieved 97% collection to date. The Levy Monitoring Group will meet quarterly to monitor collection, reporting and exemptions.</p> |
| <p><b>1.5</b></p> | <p><b>Re-ballot Business Plan</b><br/>The BID will continue to collect data and ideas to support the creation of a 2019 Re-ballot business plan.</p>   |
| <p><b>1.6</b></p> | <p><b>Place-making Framework</b><br/>BID activity will be planned with a 'place making framework' to ensure the context, audience, outputs and measurement are defined for each project.</p>   |
| <p><b>1.7</b></p> | <p><b>Partnership Working and Funding</b><br/>Shrewsbury BID will seek to work in partnership with other relevant organisations. We will look to share resources and fund jointly where appropriate to bring additional value to the town and business levy payers.</p>  |
| <p><b>1.8</b></p> | <p><b>Voluntary Membership</b><br/>The BID will look to increase our voluntary membership through a new BID website which will clearly set out the benefits of joining.</p>  |

## Access & Car Parking

Projects to help develop a welcoming & accessible town centre.

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| <b>2.1</b> | <b>Wayfinding</b><br>The BID will continue to work with partners Shropshire Council and City ID to ensure the prototype is in place by start of June 2017, and that the roll out of the programme is completed as quickly as possible.  |
| <b>2.2</b> | <b>SITP</b><br>The BID will continue to work with Shropshire Council to ensure the voice of business is reflected in the final plans for the scheme. We will also work to ensure the SITP programme of works is communicated effectively to BID members and town centre businesses. This will be particularly important as work will be close to our re-ballot. |
| <b>2.3</b> | <b>Car Parking</b><br>Car Parking continues to be a major issue for businesses and visitors to the town. We will continue to lobby and work with Shropshire Council on the implementation of the BID's Car Parking Priorities which includes improved signage, contactless and pay on exit parking machines.  |
| <b>2.4</b> | <b>Buses</b><br>The BID will work with Shropshire Council and third party providers on the viability, development and promotion of the Park and Ride, and new bus routes particularly during the night time and on Sundays.   |
| <b>2.5</b> | <b>Online Travel Information</b><br>We will provide the best available travel information at <a href="http://OriginalShrewsbury.co.uk">OriginalShrewsbury.co.uk</a>   |
| <b>2.6</b> | <b>Place Improvement</b><br>The BID will work with partners to make additional improvements to the physical environment of Shrewsbury Town Centre where resources and budget is available.  |
| <b>2.7</b> | <b>Big Town Plan</b><br>The BID will continue to co-chair this work with Shropshire Council, and lead in engaging stakeholder and the wider public.   |

## Backing Business

Providing the tools and support to enable business to thrive.

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| 3.1 | <p><b>Footfall Cameras &amp; Statistics</b><br/>                 The BID will continue to work with Springboard on gaining footfall data for the town. We will explore whether further cameras would be of benefit to members. We will communicate footfall data openly with members but alongside other information to give a fair reflection of the health of the town.</p>  |
| 3.2 | <p><b>Business Seminars &amp; Workshops</b><br/>                 The BID will continue to deliver a series of workshops and seminars which add value to our members. We will involve businesses in the creation of the programme and collect feedback to aid continuous improvement in the service.</p>  |
| 3.3 | <p><b>Cost Saving Programme</b><br/>                 The BID will continue to roll out and deliver our successful cost savings programme with our partner Meercat – who have so far identified over £150,000 savings for our members. We will produce a new brochure with real case studies to drive engagement in this project through our website and the BID Dashboard.</p> |
| 3.4 | <p><b>Shrewsbury Watch and Team Shrewsbury</b><br/>                 The BID will continue to administer and leadership to the Pubwatch and Shopwatch partnerships. We will roll out DISC to all relevant members and provide opportunities for members to be trained on safety issues. We will continue to play a key role with our partners in Team Shrewsbury.</p>           |
| 3.5 | <p><b>Sector Forums</b><br/>                 Where there is demand and interest, we will facilitate sector specific forums in the town to encourage collaboration, networking and engagement with the BID.</p>   |
| 3.6 | <p><b>Online Sector Tools</b><br/>                 We will develop online tools on the Original Shrewsbury Website to encourage more town centre visits for all sectors of the town including a local section for our professional and community services.</p>   |
| 3.7 | <p><b>Startup Toolkit</b><br/>                 We will seek to work with Shropshire Council and University Centre Shrewsbury on a Startup Toolkit aiming to give new businesses the information they need to set up a new business in the town centre including data, listings, key contacts.</p>  |
| 3.8 | <p><b>Connectivity</b><br/>                 We will work with Shropshire Council to push forward high speed connectivity in the town centre, supporting applications for additional funding streams where applicable with the aim of becoming a fibre town centre by 2018.</p>   |
| 3.9 | <p><b>Project Solomon CRM</b><br/>                 We will offer access and provide training for all our members on the 'Shrewsbury Business Dashboard' – a BID CRM platform which allows members to explore BID data e.g. footfall, sector revenue and subscribe to BID services online.</p>  |
| 4.0 | <p><b>Ambassadors</b><br/>                 We will explore the further use of town ambassadors as funding allows.</p>  |

## Drive & Direction

Development projects to improve the town centre economy.

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| <b>5.1</b> | <b>Quarry Swimming Pool</b><br>The BID will support and facilitate work on the Town Council's Business Plan to keep the Swimming Pool in the town centre - an issue important to our members and the place development of the quarry and town.   |
| <b>5.2</b> | <b>Culture and Visitor Economy</b><br>We will collaborate and engage with cultural institutions, Shropshire Council and Shrewsbury Town Council to explore ways this sector can be protected and reconfigured to support the town centre economy. We will also consider whether the BID would want to play a role in the running of any such facilities and assets during its next term. |
| <b>5.3</b> | <b>Partnership with Shrewsbury Tourism</b><br>The BID will continue to explore a closer partnership with Shrewsbury Tourism Association which might include a joint membership offer and specific 'tourism related' projects being commissioned.   |
| <b>5.4</b> | <b>Discover Shropshire</b><br>Following the development of the 'Discover Shropshire' brand, we will continue to work with the Council and organisations involved in the marketing of Shropshire. The BID is keen to play a key role in this area because we recognise a strongly marketed Shropshire is good for Shrewsbury.   |
| <b>5.5</b> | <b>Victoria Quay</b><br>The BID will facilitate discussions with businesses and land owners in Victoria Quay with the aim of developing a collaborative plan to further develop this area of the town and river.   |

## Marketing, Profile & Promotion

Promoting Shrewsbury's offer through vibrant & integrated campaigns.

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| <p><b>4.1</b></p> | <p><b>Infinity</b><br/>                 Infinity will continue to provide a range of PR and Marketing services to the BID during 2017/18.</p> <p>We will collaborate very closely on projects members of the Infinity team may work from the BID office as appropriate.</p> <p>The BID may commission other third parties or carry out work in house where it has expertise to ensure the best value and outcomes for BID levy payers.</p>  |
| <p><b>4.2</b></p> | <p><b>BID Website</b><br/>                 The BID website is a vital part of our member communications. We will be looking to drive traffic to the BID site from our print and email communications.</p> <p>The BID website will be effective at showcasing our work, results and impact as well as explaining the governance arrangements. It will be a resource for members, partners and others working to improve business and the economy in the town. The website will also be the main portal for promoting and booking our growing events programme.</p> <p>The BID will monitor the use and engagement through analytics tools.</p> |
| <p><b>4.3</b></p> | <p><b>BID Twitter &amp; Social Media</b><br/>                 The BID will use twitter and other company social media channels as appropriate to showcase our work to members, partners and the wider public.</p>   |
| <p><b>4.4</b></p> | <p><b>Email Member Reporting</b><br/>                 We will continue to develop our monthly BID Bulletin and Announcements email with a focus on being more specific and targeted increase member participation.</p> <p>We will update our database regularly and ensure that relevant people within a levy paying business are included in communications. New Solomon CRM Software will enable members and partners to manage their relationship and engage with the BID in a smarter and more effective way.</p>   |
| <p><b>4.5</b></p> | <p><b>Member Reporting</b><br/>                 The BID will continue to post printed reports to members, including quarterly business reports, six monthly interim reports and our Annual Report. We will consider new designs to increase engagement.</p>   |
| <p><b>4.6</b></p> | <p><b>A Strong voice for Business</b><br/>                 We will continue to work with Infinity and the local press to ensure the BID is playing a key role in the public debates and conversations on key issues such as Business Rates, Development of the Town and the local economy.</p>  |
| <p><b>4.9</b></p> | <p><b>Original Shrewsbury Town Branding</b><br/>                 The BID will continue to use the Original Shrewsbury branding which was created prior to the BID was created is generally well regarded in the town.</p>   |

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| <p><b>4.10</b></p> | <p><b>Original Shrewsbury Website</b><br/>                 The BID will continue to develop and invest in the Original Shrewsbury website which has a wealth of information and receives nearly 16,000 sessions a month.</p> <p>We will work with third party suppliers to improve the design and user experience of the site to encourage greater time and sessions on the site.</p> <p>The BID will develop briefs and commission tools on the site to encourage and make easy trips to Shrewsbury Town Centre. From travel planners, to retail product finders, to hospitality and leisure finders. The intention of these tools is to convert online visitors to physical visits and will be part-funded through the Backing Business group.</p> <p>Our overall aim is to work closely with our members and partners to create a first class and mobile-centred digital platform for the town.</p> <p>We will aim to increase traffic to the site through linking the physical and virtual environment. This will include stickers in windows, advertisements at the train station, way finding totems, brochures and maps.</p> |
| <p><b>4.11</b></p> | <p><b>Original Shrewsbury Social Media</b><br/>                 The BID will look to substantially grow its social media following of 13,000 people through integrated campaigns. We will look to collaborate with our members to create authentic and interesting content about the town and its businesses. We plan to run our social media channels in house.</p>  |
| <p><b>4.13</b></p> | <p><b>Original Shrewsbury PPC Campaigns</b><br/>                 The BID will appoint a PPC partner to carry out targeted campaigns aimed at building Shrewsbury's regional and national profile.</p>   |
| <p><b>4.14</b></p> | <p><b>Press Trips</b><br/>                 We will continue to work with Infinity on attracting a diverse section of writers from nationals to niche blogs – showcasing the town and its offer.</p>   |
| <p><b>4.15</b></p> | <p><b>Seasonal and Sector Campaigns</b><br/>                 The BID will carry out Seasonal and Sector driven campaigns throughout the year including Christmas and Summer. We will work closely with Infinity to deliver these. Additional partners will be sought for particular campaigns.</p>  |
| <p><b>4.16</b></p> | <p><b>Evolution Explored</b><br/>                 The BID will develop a plan for Evolution Explored 2.0 which will contribute to the wider work being done to reclaiming and promoting Darwin in the town. Partners and funding will be sought for this project.</p>   |
| <p><b>4.17</b></p> | <p><b>Events in the Town</b><br/>                 We will continue to work with Events Organisers in the town to improve promotion, coordination and collaboration – and encourage return visits.</p>   |