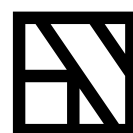


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ANNUAL REVIEW



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

Welcome

Annual Review 2016/17

Throughout the past year it has been an honour to serve the business community as Chairman of the Shrewsbury BID. The past twelve months have been enlightening in terms of the tremendous support the BID team have received from the hundreds of levy payers within the BID area and beyond.

Earlier this year, we were delighted to welcome Seb Slater as our new Executive Director. Building on the framework previously established, Seb has brought energy and real passion to his position and he is progressing well on the many projects outlined in the business plan.

Already into our third year of operating the company, the Shrewsbury BID has further developed firm partnerships with the private and public sector and I would like to particularly thank Shropshire Council and Shrewsbury Town Council who have provided ongoing assistance in so many ways.

I would also like to thank all the Board Directors who have provided so much of their time on a voluntary basis to direct and oversee the many initiatives which the BID have undertaken. Seb continues to receive an outstanding contribution from both Aleks and Emma in the BID team.

Finally, I would like to convey my sincere appreciation to all the business levy payers for their continued support. The Shrewsbury BID continues to work towards the completion of projects which will shape the future of Shrewsbury for the forthcoming decade and beyond.

Once again, it has been a privilege to work with such a committed team and I very much look forward to the fruition of the many projects currently in hand.

Mike Matthews
Chairman



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Executive Summary

In January I was delighted to join Shrewsbury BID – a business led partnership dedicated to making Shrewsbury a better place to live, work, visit and invest.

With the support of our business community and through working closely with local partners, we are delivering real value back for our members through a range of projects and services.

It has been a pleasure to meet many businesses which make up our vibrant town centre and through representation on our Board and Project Working Groups guide the BID's work and priorities.

The last year has seen significant progress against our ambitious business plan and lists some of our key achievements in 2016/17 below:

- An enhanced digital platform showcasing the town and its unique offer. **Original Shrewsbury** receives over 14,000 visits per month and has a fast growing social media audience.
- Creation of a new **Shrewsbury Watch** with our members and partners – ensuring a safer trading environment for visitors, residents and workers. Our work with the night time economy was recognised by achieving **Purple Flag Status** for the second year running.
- Development of the Big Town Plan with Shropshire Council and over 50 local stakeholders – ensuring the town has a **strategic plan for the future** benefitting local businesses, residents and visitors to the town.
- Marketing and PR activity which has **reached over 7.5million people** - from local press coverage on issues affecting businesses to national press trips organised by the BID to **showcase the town** and build its national profile.
- Increased opportunities for members to get involved with the BID including more sector forums, business workshops, seminars and our cost saving scheme which has already identified over **£145,000 of savings** for our members.
- Development of a **transformational wayfinding system** for the town which will begin to be installed by Shropshire Council during 2017/18.

I hope you enjoy reading more about our work in this Annual Review and encourage you to keep updated and ensure you are benefitting from the BID's projects and services by visiting our new website **shrewsburybid.co.uk**.

Thank you to all our members and partners for your continued support and we look forward to working and collaborating with you in the year ahead.

Seb Slater
Executive Director



Strategic Aims 2014/19

- ❑ **Backing Business**
Reducing business costs, sharing data and delivering projects to help business thrive.
- ❑ **Access & Car Parking**
Helping secure Shrewsbury's competitiveness with an accessible town centre.
- ❑ **Marketing & Promotion**
Promoting Shrewsbury through major marketing and PR campaigns as a unique place to live, work and visit.
- ❑ **Drive & Direction**
An influential voice with a lead role in the future direction of a prosperous town centre.

Year 3 in Facts and figures

Served our **500** members

Co-chaired
Shrewsbury's

**'Big Town
Plan'**

Brokered
£142,000
savings for
businesses

Lobbied
for parking
upgrades

Reached **7.5
million** through
media coverage

Achieved **237 pieces** of media coverage

Secured **2nd Purple Flag**
accreditation

Issued **60**
business bulletins

Met with **186**
businesses

Achieved **74%** more visits to
originalshrewsbury.co.uk

Hosted **10 press trips**

Distributed
visitor
magazines

Shared
25,000 events
postcards

Created
new train
station
signage

Thank you

Partnership working is at the heart of everything we do. We collaborate with our 500 members, organisations operating in Shrewsbury, sponsors and specialist consultants to make Shrewsbury a better place to live, work, visit and invest.



Backing Business

We're working hard to grow Shrewsbury as a thriving commercial hub, working collaboratively with our diverse mix of businesses and partners to deliver tangible outputs that benefit businesses. Key to this work is giving businesses the support and initiatives they need to encourage further growth and investment.

In Year 3 this support has been wide ranging, from encouraging more businesses to benefit from our free cost saving service to launching a new professional networking forum and training programmes.

Cost saving scheme

Over the last twelve months the 50 businesses signed up to our free cost saving service have saved more than £142,000 on energy, telecoms, waste and more. Our cost saving specialists Meercat Associates continued to deliver the utilities and cost analysis service which enables businesses to access exclusive group buying rates and deals from providers.

Waste and Recycling

Businesses have also benefitted from the new waste and recycling scheme that launched in April. We negotiated highly competitive rates with Veolia, our preferred supplier. The scheme is saving hundreds of pounds for businesses and service levels have also improved.

Future of Shrewsbury Network

We partnered with Hatchers Solicitors and DRE and Co Accountants to establish the Future of Shrewsbury Network. Since October we have delivered regular events for local professionals wishing to network with others. The events are varied to cater for a range of interests and schedules.

Staff workshops

We introduced a programme of free business and well-being workshops to help members and their teams' upskill and stay ahead. The programme made training accessible and helped businesses make significant savings against their existing staff training packages.



Pubwatch and Shopwatch

With our members and partners we're creating a stronger and safer trading environment through Shrewsbury Watch initiatives. This includes a new Radio Link 'Try before you Buy' scheme and the roll out the DISC App (Digital Information Sharing System) for PubWatch members.



Street Ambassadors Trial

We trialed a team of Street Ambassadors over Christmas who walked the BID area providing on-street support and venue walk-throughs, with 37 licenced premises and 9 fast food outlets visited. The team supplied 13 venues with taxi-cards printed by Shrewsbury BID and responded to 30 radio link calls – 17 to help the public and 13 to assist door staff.

Purple Flag

Working with partners at Team Shrewsbury, we ensured Purple Flag was re-awarded for 2017, accrediting Shrewsbury's safe and vibrant night time economy for the second year.



Data Sharing

We have two footfall cameras in town centre locations which monitor footfall 24/7. Monthly reports are shared with an overview of regional and national trends for benchmarking. Further updates are shared via email with information ranging from business rate changes to town centre events.

Highlights

- 50 businesses signed up to cost saving scheme, more than £142,000 savings brokered
- 57 businesses benefitting from new Waste and Recycling Scheme
- New initiatives for Shrewsbury Pubwatch and Shopwatch schemes
- Successful Street Ambassadors Trial
16 free staff workshops
- Future of Shrewsbury launched and six events delivered
- Purple Flag reaccreditation for town centre
- 12 footfall reports, sharing data from High Street and Pride Hill footfall counters
- 36 BID bulletins, 12 sector specific bulletins and 3 quarterly reports

Marketing and Promotion

Our destination marketing team delivers year round PR and marketing campaigns that create a positive lasting impression of Shrewsbury as a visitor destination, but also as a place of choice for those who work, live and run businesses here. To promote Shrewsbury's full potential, we have continued to promote the town and its businesses' as original and one-off with physical branding activity, events and seasonal marketing campaigns.

Public Relations

Our PR approach is divided into business and consumer activity. BID related news has ensured we continue to be a leading voice for the trading community, championing town centre improvements and our consumer news and press trips continued to bring the town and its offer to life.

During the year we secured **237 pieces of coverage** with a split of 56% consumer and 44% business. Local media remains an important platform and we have received extensive coverage in the Shropshire Star, Shrewsbury Chronicle, Love Shrewsbury, Shropshire Live and BBC Radio Shropshire.

This year we extended our press trip welcome to travel and lifestyle bloggers and secured nine press trips for bloggers as well as national and regional journalists. These included Destination Delicious, Inside the Travel Lab, Worcester News and Yorkshire Evening Post.

Seasonal campaigns and events

We continued to support Shrewsbury's busy events programme which attracts regional, national and even international visitors.

In spring we distributed **20,000 seasonal events postcards** to businesses and via Shrewsbury Flower Show programmes. We also attended the Shrewsbury Flower Show and the Food Festival to arm visitors with maps, shopping guides and offers to encourage dwell time and return visits.

Over the summer, **90,000 Little Books of Shrewsbury** were produced to attract new visitors from surrounding counties.



Highlights

- ✓ 9 press trips
- ✓ Featured in the Guardian's Top Ten Winter Breaks
- ✓ 237 positive pieces of media coverage
- ✓ £208,538 worth of coverage generated
- ✓ 7.5 million people reached

In partnership with the Shrewsbury Winter Festival, we supported the **Winter Ale Trail** which invited visitors to explore 12 town centre venues and sample locally brewed beer.

All You Need for Christmas

The 2016 Campaign promoted Shrewsbury's range of festive activities and events, including shopping, eating and drinking and entertainment. The target audience was consumers in a 90 minute drive time of Shrewsbury.

50,000 printed Little Books of Christmas in Shrewsbury were distributed door to door in Shropshire, Cheshire and Wrexham with a further 5,000 given out at events by festive stilt walkers. High profile outdoor advertising sites were used to further promote Shrewsbury in Chester, Telford and Wrexham, with 15 outdoor adverts adopted over a six week period.

Working with Shrewsbury Shopping we ran an **'All I Want for Christmas'** advertising campaign on Free Radio. During the four week campaign period 184 brand messages were aired and 1,145 people entered a competition to win their Christmas wishes.

Digital activity included a Christmas video, e-newsletters, social media and digital advertising. A Christmas teaser video was created featuring a Shrewsbury themed version of Silent Night and the full festive film for 2016 had **32,968 views on YouTube**.

We continued our support of Shrewsbury's Light Switch on with financial sponsorship, banners, posters and programmes for businesses and visitors.

On street Christmas activity led with the new Nutcracker King Trail, which saw **ten 6.5ft Nutcracker Kings** positioned throughout the town for two weeks to help drive footfall. Followers engaged positively on Facebook with four Nutcracker posts reaching more than 67,500 people.



Highlights

- 163,864 people heard Free Radio adverts, with Shrewsbury mentioned 5.6 times
- 50,000 Little Books of Christmas in Shrewsbury
- 15 outdoor adverts
- 32,968 views on YouTube for Christmas video
- Ten Nutcracker Kings out and about for first festive trail
- 5,000 autumn/winter event postcards handed out by festive stilt walkers
- 90,000 Little Books of Shrewsbury delivered
- Businesses gathered with their star customers to mark national Independents' Day

Original Shrewsbury online

Visits to originalshrewsbury.co.uk increased year on year by 74% and numbers grew across all our social media platforms.

Social media has been used to support campaign activity and destination promotion. Successful campaigns included the #shrewlove valentine's photograph competition which attracted 85 entries.

- 186,926 sessions on www.originalshrewsbury.co.uk
- Facebook followers increased by 109%
- Twitter followers increased by 39%
- Instagram profile launched
- 21 consumer newsletters sent
- Consumer database increased by 220%

Meeting the Travel Trade

Working with Shrewsbury Tourism, we have provided resources and met with tour operators at two travel trade shows to promote Shrewsbury's group travel offer.



Evolution Explored

'Evolution Explored. A Magnum Photos Exhibition', was a joint project for Shrewsbury BID and our partners and a significant 'first' for a UK town. The ten week exhibition launched in The Square and St Mary's Church in February and featured thought provoking images by internationally renowned photographers on the theme of evolution.

The free street exhibition and follow up events, which included a photo safari and talk by Magnum Photographer David Hurn, was a collaboration with The Hive Arts Centre and GRAIN Photography Hub. Financial support was secured from the Arts Council England and sponsors, Shrewsbury Shopping, Shrewsbury Colleges Group and Redrow Homes, plus associate partner Shrewsbury Film.

The aim was to reach new audiences by bringing quality arts and events to Shrewsbury and celebrate our links with Charles Darwin.

Read more about the project at www.evolutionexplored.org

Highlights

- ✓ Secured project funding from Arts Council and sponsors
- ✓ Hosted five evolution and Darwin themed press trips
- ✓ Generated 42 positive pieces of media coverage
- ✓ £26,800 worth of coverage generated
- ✓ 477,586 people reached

Access and Car Parking

Making the town more accessible and welcoming remains key to helping secure our competitiveness and is still a key issue for businesses in Shrewsbury. This year has been particularly exciting with the visualisation of the new wayfinding system and our involvement in the new Shrewsbury Integrated Transport Plan.

Shrewsbury Integrated Transport Plan (SITP)

We are now part of the SITP consultation process and provided input to Shropshire Council to ensure businesses' views are heard. The package of transport measures is designed to improve the transport system in Shrewsbury and stimulate a new period of sustainable economic growth. The work is being delivered by Shropshire Council and we've been in close communication with the SITP programme manager, feeding back on town-centre projects through our board and working groups.

Wayfinding

The new town map has been adopted by local tourism bodies and shared with visitors in print and online. The first prototype of the new on-street totems has been produced and will be installed in June. The remaining totems will be rolled-out as part of the Shrewsbury Integrated Transport Package.

“

An improved on-street signage system sends out the message that we are welcoming and forward thinking for visitors, businesses and residents.

Dilwyn Jones
Sabrina Boat

”





£1 Sunday Car Parking

£1 Sunday car parking continued to form part of our long term plan for straight forward and more affordable parking options for Shrewsbury. To help increase Sunday footfall and trading we maintained £1 Sunday car parking across Council and private sector car parks and marketed the offer with social media activity, outdoor advertising, postcards, radio activity and advertising on buses in Telford.

Festive Parking Offers

In the six weeks leading up to Christmas we promoted free parking for late night shoppers on Wednesdays after 4pm and subsidised additional park and ride buses during busy weekends.

Car Parking Upgrades

We continued to represent businesses on car parking payment kit upgrades, making the case for wider investment in modern car parking payment methods.

Highlights

- ✔ Representation on Shrewsbury Integrated Transport Plan
- ✔ Promotion of £1 Sunday car parking
- ✔ Free parking for late night shoppers secured
- ✔ Upgraded welcome signage at train station

Drive and Direction

More than ever we are representing members on the issues that matter, being a voice and influencing the future of a prosperous town centre. The sustainability of the local environment can vastly improve tourism and investment which is why we are co-chairing the 'Big Town Plan' with Shropshire Council and working with Shrewsbury Tourism to support the business case to keep the swimming pool in a town centre location.

'Big Town Plan' vision

We are co-chairing the 'Big Town Plan' with Shropshire Council to ensure there is a sustainable plan for the years ahead that is supported by the business community.

We have facilitated workshops with more than 50 representatives from all sectors. This way of working has helped set priorities that will deliver real change for the benefit of the town centre.

Quarry Swimming and Fitness Centre

In July 2016 Shropshire Council's cabinet agreed in principle with the decision to relocate the town's swimming pool facility to Shrewsbury Sports Village in Sundorne. In response we partnered with Shrewsbury Town Council to commission consultants who will develop a business case to keep the Quarry Swimming Pool in its town centre location.

Representation and Partnership Working

We have continued to represent Shrewsbury town centre businesses with local authorities, the Police and in relevant national forums. We have also developed new partnerships and worked with sponsors for the first time. This approach has helped us realise more than £65,000 in grants and project contributions to bolster levy income.

“ We are determined to demonstrate the economic benefits of locating the swimming pool in a town centre location. ”

John Hall, Write Here

Highlights

- ✔ Co-chaired Shrewsbury's 'Big Town Plan'
- ✔ Continued support for Quarry Swimming and Fitness centre debate
- ✔ Worked with partners on car parking issues
- ✔ Shared members input into Shrewsbury's Integrated Transport Package
- ✔ Secured more than £65,000 in grants and project contributions

Financial Statement

Financial performance is monitored throughout the year via the Company Operations Group, a subgroup of the company, with reports and assurance provided to the Board.

	2016/17	2015/16	2017/18 Budget
Reserves carried forward	72,876	73,371	112,927
BID Levy	326,719	305,363	302,240
Project and Voluntary Contributions	94,297	111,933	24,000
Total Funding	493,892	490,667	439,167

Marketing, Profile & Promotion	159,249	154,732	162,340
Access & Car Parking	76,577	103,693	83,000
Backing Business	52,878	46,346	69,000
Direction & Drive	7,347	5,366	30,000
Projects Total	296,051	310,137	344,340

Management & Overheads	74,914	77,654	74,350
Contingency	0	0	20,477
Total Expenditure	370,965	387,791	439,167
Surplus	122,927	102,876	0
Deferred income	10,000	30,000	0
Reserves Carried Forward	112,927	72,876	0
Changes in Reserves	40,051	(495)	

The financial statements for the third year show a continuing increase in the total incoming funds. The last financial year saw a slight drop in the total project outlay and overhead expenditure. This has resulted in a surplus for the year and a strengthened cash balance available to carry forward and deliver the ambitious action plan for 2017/18.

These figures are presented as accurate at the time of writing. Full company accounts are prepared by independent accountants and will be available at our annual meeting and on our website as a separate document.

Governance

Shrewsbury BID is solely accountable to its members and is governed by a voluntary board of directors from a representative range of sectors, organisations and businesses. Board members can be elected to the board annually.

The board meets quarterly and working groups meet on a regular basis between these meetings to steer each objective area. BID members and relevant stakeholders contribute to these and are invited to join or get involved in particular projects.

BID Members receive regular updates and we engage our members on a range of town centre issues, inviting involvement in the BID's work wherever possible.

Board of Directors

Mike Matthews (Chairman)

Prince Rupert Hotel

John Hall (Deputy Chairman)

Write Here

Kevin Lockwood

Shrewsbury Shopping Centres

James Handley

AHR

James Hitchin

The Alb

Rob Walker

GAME

Ann Tudor

Claremont Accounting

Tim Smith

Shropshire Council

Helen Ball

Shrewsbury Town Council

Dilwyn Jones

Sabrina Boat and Shrewsbury Tourism Association

Trish Donovan

Vinterior

John Major

Majors

Rachael Chidlow

Lion+ Pheasant
(Until June 2016)

Mike Thompson

Carol Grant
(Until June 2016)

Georgia Wakeley

Hatchers Solicitors LLP
(Until June 2016)

Julian Spencer

Spencer Evans
(Until June 2016)

Ann Ditella

Porterhouse
(Until June 2016)

David Gregg

Montgomery's Tower/
JD Wetherspoons
(Until July 2016)

Megan Edwards

The West Brom
(Until December 2016)

Mike Dalton

stop. Café and Bar
(Until January 2017)

Salla Virman

The Hive
(Until February 2017)

Shrewsbury BID Management Team

Seb Slater

Executive Director

Kirsten Henly

Executive Director
(Until December 2016)

Aleks Vladimirov

Partnership Development Manager

Emma Molyneux

Project Assistant

Shrewsbury BID is a not for profit company, accredited by British BIDs. Since April 2014 we have worked in partnership with our members to make Shrewsbury a better place to live, work, visit and invest.

Get in touch with your BID team:
members@shrewsburybid.co.uk

Year 4 Priorities

Backing Business

Business cost reduction in the current economic environment remains key to members which is why we will be relaunching our cost saving scheme in May. This free service has been strengthened with the potential for businesses to now save on additional services, including safety testing, merchant fees, print and stationery.

We will continue to share information which is a fair reflection on the health of Shrewsbury. Access will be via a new 'Shrewsbury Business Dashboard', a BID platform which allows members to explore data and subscribe to BID services.

We will work with Shropshire Council to push forward high speed connectivity in the town centre, supporting applications for additional funding streams, with the aim of becoming an ultra-fast fibre town centre by 2018.

We will continue to lead the Pubwatch and Shopwatch partnerships and introduce the Digital Information Sharing System (DISC) to the retail sector following the successful Pubwatch roll-out. In addition, we will facilitate more sector specific forums in the town to encourage collaboration, networking and engagement with the BID.

Marketing the Area

Over the course of the year we will continue to deliver high quality, year round activity through www.originalshrewsbury.co.uk, social media platforms, PR and marketing.

Through PR we will work to ensure Shrewsbury BID is playing a key role in debates on key issues such as Business Rates, development of the town and the local economy. Press trips remain a priority and our seasonal marketing campaigns will take on a Darwin and evolution theme, targeting audiences from a 90 minute drive time to encourage day trips and short breaks. This will form part of a wider plan for Evolution Explored: Part 2 and reclaiming and promoting Darwin in the town. Partners and funding will be sought for this project.

We 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. We will appoint a pay-per-click partner to carry out targeted campaigns aimed at building Shrewsbury's regional and national profile.

Access & Car Parking

This year we will see the roll out of our new wayfinding prototype and will work with partners Shropshire Council and City ID to ensure the roll out of the programme is completed as quickly as possible.

Car parking continues to be a major priority 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 include improved signage and payment machines.

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. We will also provide travel information at www.originalshrewsbury.co.uk.

Drive & Direction

The retention and development of a town centre Swimming Pool is important to our members and we remain committed to supporting and facilitating work on the Town Council's Business Plan and other issues affecting the town centre economy.

We have been working with partners on the creation of a new 'Discover Shropshire' brand for the county and will continue to work with the Council and organisations involved in the marketing of Shropshire.

The BID will continue to co-chair the work on the Big Town Plan with Shropshire Council, and lead in engaging stakeholder consultations. We will also work to ensure the voice of business is reflected in the final plans for the Shrewsbury Integrated Transport Plan.



Shrewsbury BID
Windsor House
Windsor Place
Shrewsbury
SY1 2BY

Email: members@shrewsburybid.co.uk
Telephone: 01743 358625
Website: shrewsburybid.co.uk