

your business, your voice, your BID

BID update - August 2016

Work is underway to develop a Business Improvement District (BID) in Staines-upon-Thames.

The 100% business-led, business-managed project will see £1.5 million of new investment across the whole town centre for exciting new initiatives and improvements to boost trade, increase footfall and raise the profile of our town.

The Staines-upon-Thames BID is based on the premise that businesses can have greater impact on their own trading environment by working together. This is based on the impressive performance of 230 BIDs already established in towns and cities across the UK.

A BID Steering Group, made up of local businesses and stakeholders, are in the process of writing the 5-year BID Business Plan for Staines-upon-Thames town centre - this is the document that businesses will receive and vote on at ballot later this year. Over 200 local businesses have contributed to the business consultation so far and this has helped shape the BID proposal.

Please take a few minutes to read through the project themes on the right.



Theme 4: install bunting every summer



Theme 2: magical Christmas ice skate rink

Theme 1: A well-known town.

Marketing, promotion and PR

- professional marketing strategy and brand for Staines-upon-Thames
- promote our independents and brands
- deliver enhanced digital and print marketing
- deliver vital business data and footfall data
- produce the Staines-upon-Thames business guide
- launch and promote a town loyalty card
- introduce a new Staines-upon-Thames app
- attract new businesses with start-up grants

Theme 2: An eventful town.

High-quality events to boost trade and footfall

- deliver a magical Christmas with Christmas lights, ice skate rink, festive market and attractions
- organise an annual Food Festival
- host family, style, culture and music events
- boost Staines-upon-Thames Day
- install high quality 'Welcome to Staines-upon-Thames town centre' signage
- create identities for areas of the town to boost footfall

Theme 3: A safer town.

Keeping crime off our streets

- introduce 'Facewatch' - online intelligence sharing
- provide Stai-Safe radios and training for businesses
- secure safety accreditations - Purple Flag Award
- recruit town centre security - Town Rangers

Theme 4: An attractive town.

Street and parking improvements

- free parking and parking promotions ie 'Free After 3pm'
- offer a 'Pay by phone' option for car parking
- install free Wi-Fi across the town
- introduce employee parking incentives
- BID to manage the market, improved layout etc
- enter Britain in Bloom / South East in Bloom
- boost our streets and enhance our café culture
- install bunting every summer across the town

Theme 5: A productive town.

Business support and lobbying

- superfast Business Broadband
- recruit a BID Town Centre Manager accountable to businesses
- make buying together easy through collective purchasing
- enhance business networking
- deliver business training
- representing you and your business
- a strong collective business voice
- directly address the issues that matter to you

Tell us

Before we publish the Staines-upon-Thames 5-year BID Business Plan we would like your feedback. Are there other initiatives you would like us to incorporate into the BID Business Plan?

- which improvements would directly benefit you, your business sector and your area of town?
- would you like to be a part of the BID Steering Group of local businesses and help shape the Staines-upon-Thames BID?
- would you be interested in attending a presentation and Q&A at a town centre venue to hear first hand from other BID areas?

Here is your quick guide to the Staines-upon-Thames BID

- a BID is an area of a town or city where business ratepayers vote to invest collectively in local improvements to boost trading conditions
- BIDs are business-led - they are run by businesses for businesses
- all businesses with a rateable value of £12,000 and above will be eligible to vote on Staines-upon-Thames BID proposals later this year. You can check your business premises rateable value at www.voa.co.uk or contact Michelle Baker
- the proposed Staines-upon-Thames BID would raise £1.5 million to spend over five years
- this £1.5 million would be raised by businesses agreeing to pay 1.5% of their rateable value into a ring-fenced fund
- for a business with a rateable value of £12,000 this is £180 per annum / £15 per week contribution towards the BID projects
- businesses in a managed environment such as Two Rivers Retail Park and The Elmsleigh Centre would contribute 0.75% of their rateable value
- Staines-upon-Thames BID (a Board of local businesses with representation from all sectors and areas of the town) would spend this money on projects based on ideas put forward by hundreds of local businesses during several consultations
- this includes more than 20 new projects to make Staines-upon-Thames a safer, more pleasant and vibrant place to shop, eat and do business
- these projects are over and above council-funded services
- for the Staines-upon-Thames BID to go ahead the majority of voting businesses within the proposed boundary, by both number and rateable value, must vote 'yes'
- **make sure you cast your vote in the ballot in November 2016**

Contact us

For any further information please contact:
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Staines-upon-Thames BID project development funded by Spelthorne Borough Council



Theme 4: manage the market, improved layout etc



Theme 1: launch and promote a town loyalty card



Theme 2: magical Christmas lights



Theme 3: introduce 'Facewatch' - online intelligence sharing

