

STAINES UPON THAMES BUSINESS SURVEY

A BID for Staines Upon Thames?

Spelthorne Borough Council have commissioned Regen Management to work with local businesses and develop a Business Improvement District (BID) in Staines Upon Thames town centre, your business falls the proposed BID area.

What is a BID?

A BID is when businesses like yours work together to raise the profile and improve the town, enhance the trading environment for businesses, boost footfall, and make a real difference.

BIDs are 100% business led and business managed and empower local businesses, enabling them to create a 5-year business plan of improvements and new initiatives for their area.

Some key facts about BIDs include:

- A BID in Staines Upon Thames would raise circa £280,000 each year
- That's £1.4 million over a 5 year BID term for town centre improvements and initiatives
- Above and beyond the services already provided by the public sector
- How the BID money is spent is decided by you and your fellow businesses
- The BID is managed through a new Board of local businesses representing all business sectors
- Since September 2004 there have been 220 successful BIDs developed in towns and cities across the UK
- BIDs have proven to increase footfall and sales turnover, and have boosted the overall health of many towns and surrounding areas – just like Staines Upon Thames
- BIDs are run for businesses by businesses
- BIDs are funded by all businesses contributing a small amount towards the initiatives. The money is raised locally, spent locally, ring-fenced and can only be used for the improvements businesses want and choose
- BID levy is based on a percentage of a business premises rateable value (rv) and is typically 1-1.5% of rv
- At this stage we anticipate the BID levy will range from circa £50 per year for smaller independent businesses up to a maximum of £5,000 per annum for the largest national businesses

This survey forms a part of the BID consultation and will be followed up by more in-depth consultation, public meetings and discussions throughout 2016. The aim of this questionnaire is to find out the type of improvements you would want a BID to deliver in the town centre and would support; they will be reflected in the Business Plan all businesses will vote upon at ballot later this year.

Pending a majority vote Staines Upon Thames will become a Business Improvement District (BID) and all projects will go ahead.

You can also complete this survey online at <http://www.surveymonkey.com/r/StainesBID>

For further information please contact Michelle Baker t.07527016338 or Michelle@regenmanagement.co.uk

Examples of the 220 Business Improvement Districts across the UK can be found at:

Kingston BID www.kingstonfirst.co.uk

Guildford BID www.experienceguildford.co.uk

Reading BID www.livingreading.co.uk/bid

Camberley BID www.collectivelycamberley.co.uk

Bath BID www.bathbid.co.uk

Sutton BID www.successfultutton.co.uk

Croydon BID www.croydonbid.com

Lincoln BID www.lincolnbig.co.uk

1. Contact information

Name and job title

Business name

Business address

Email address

Number of employees

2. Business sector

- Independent retail
 Food & drink
 Charity
 Multiple retail
 Entertainment / leisure
 Public sector / other
 Business & professional services
 Health & beauty

Other (please specify)

3. Attractive, Clean, Green and Safer

Many BIDs have used some of the money they have raised to create an improved visitor experience making the area brighter, cleaner and more attractive day and night, as well as to install new improved facilities. With this in mind, please tell us which kind of improvements you think are needed and you would support for Staines Upon Thames:

	Strongly support	Support	Do not support
Planting & more greenery i.e. hanging baskets / enter 'Britain In Bloom'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer bunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public art / sculptures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make better use of public square / entertainment spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A designated area for markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A cafe culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional / improved seating areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free WIFI for shoppers, visitors and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vinyl graphics for empty shop frontages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional cleaning i.e. chewing gum removal, recycling provision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased Police presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Hosts - to guide and welcome visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased CCTV coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime reduction initiatives - Shopwatch / Pubwatch / Storennet radios for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purple Flag Award for evening economy - to recognise quality & safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment / other

4. Marketing & Promotion

Good solid marketing of an area can drive footfall, increase turnover, attract new shops and improve the lifeblood of a town. Many BIDs have used some of the money they have raised to promote their areas as a destination, create brand awareness and boost the look and feel of an area.

	Strongly support	Support	Do not support
Marketing strategy and brand for the town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing the location of your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing your business sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing and raising the profile of Staines for eating, drinking, shopping, business, tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional press / radio / PR campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote independent businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract new quality businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop up shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business directory to profile businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create identities for different areas of the town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Map boards, information points, way finding signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyalty scheme - e.g. card / app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campaign to encourage visitors & shoppers on Sundays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footfall counters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment / other

5. High Quality Events to Boost Trade

Events like Food Festivals, Farmers Markets and Craft Fayres really boost footfall. Many BIDs have used some of the money they have raised to better support existing events and host new events.

	Strongly support	Support	Do not support
Christmas lighting throughout town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christmas attractions i.e. nativity, ice skating rink, festive markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calendar of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment / other

6. A Voice for Local Businesses

BIDs allow businesses greater influence and power within their area. A BID would unite all businesses and BIDs often help a location establish a competitive regional advantage.

	Strongly support	Support	Do not support
Co-ordinated business voice (the BID would represent all businesses and have strong, persuasive lobbying power)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business awards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superfast broadband for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business training i.e. First Aid / Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collective purchasing i.e. reduced rates for all businesses for commercial waste / recycling / insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment / other

Your Town. Your Business. Your Say

A BID in Staines Upon Thames would raise circa £280,000 each year.

It would involve all businesses contributing a small amount into a central pot each year, which is then managed by businesses on behalf of all businesses (through a new BID Board made up of local businesses).

BID levy is typically no more than 1 - 1.5% of your business premises rateable value. So if the rateable value of your business premises is £5,000 and the BID levy was set at 1%, your contribution to the BID would be £50 per annum.

7. With this in mind and considering all the improvements your contribution could help to deliver, do you feel you could support a BID in principle?

Yes No Undecided

Comment

8. The BID Steering Group is the formal body of business owners and managers from a range of business sectors responsible for making key decisions on the BID and developing the Staines Upon Thames BID Business Plan that all businesses will vote on at ballot.

Would you be interested in serving on the BID Board as a representative from your business sector / street / area of the town?

Yes No

Comment

Thank you for your time. All responses will be treated as confidential.