



OUR COLCHESTER

A BID to make new history

Key notes about the BID

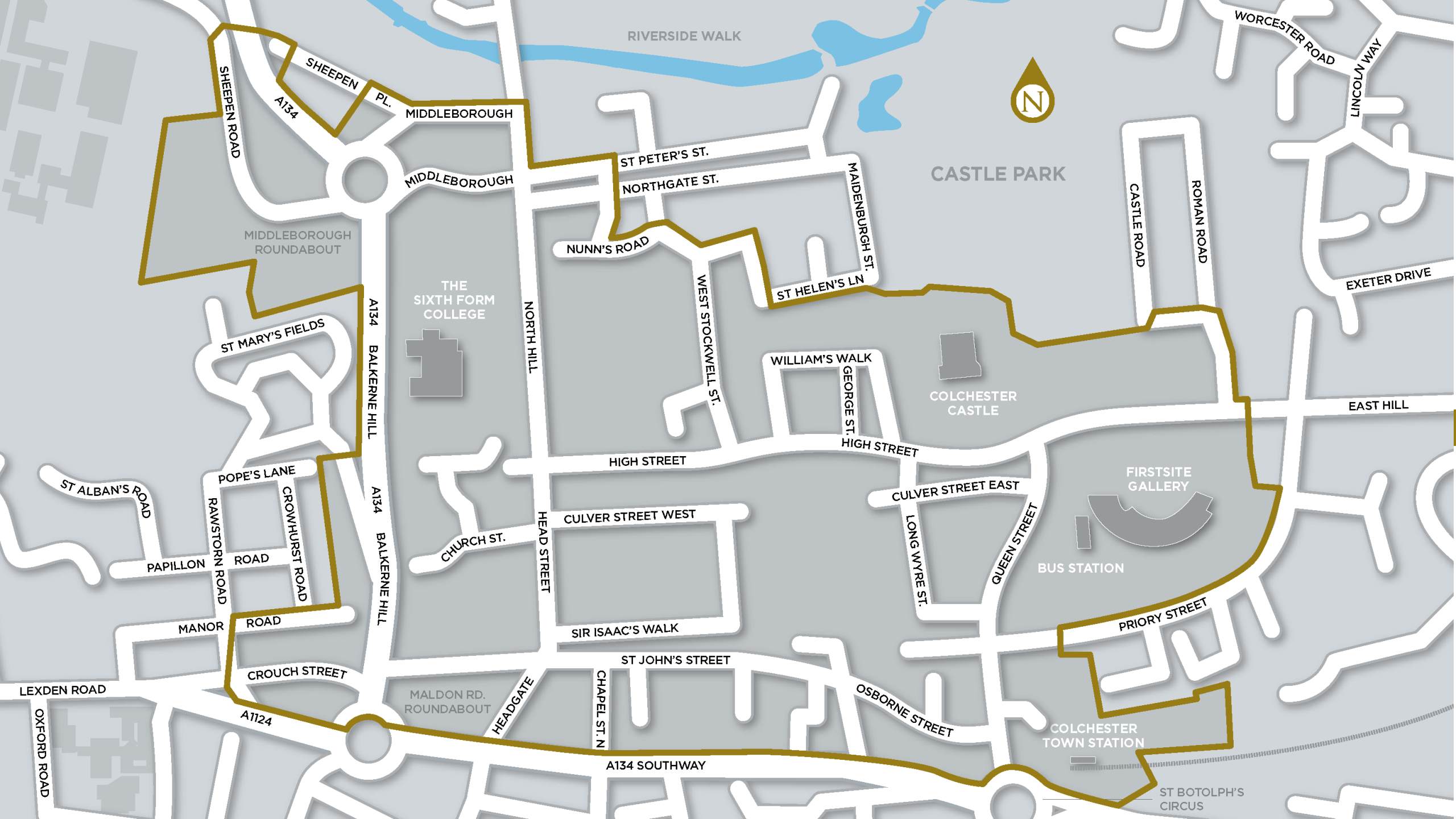


- We were voted in by the businesses of Colchester town centre in October 2018
- We have a term of 5 years before going to a renewal ballot
- Our annual budget is £461,301
- We collect a levy from all eligible businesses who have a rateable value of over £15,000
- They are charged at a rate of 1.5% of their rateable value (1.2% for shopping centres and charities)
- We have 491 businesses who pay our levy

Our Promise



The BID will enhance Colchester Town Centre as a place where people want to shop, live, work, and relax by promoting a high quality, diverse and welcoming environment which is customer focused and investment friendly. Celebrate Colchester's history and provide a sustainable future.



RIVERSIDE WALK



CASTLE PARK

SHEEPEN ROAD

A134

SHEEPEN PL.

MIDDLEBOROUGH

MIDDLEBOROUGH

MIDDLEBOROUGH
ROUNDBOUT

ST PETER'S ST.
NORTHGATE ST.

MAIDENBURGH ST.

NUNN'S ROAD

ST HELEN'S LN

WEST STOCKWELL ST.

THE
SIXTH FORM
COLLEGE

NORTH HILL

WILLIAM'S WALK

GEORGE ST.

COLCHESTER
CASTLE

EXETER DRIVE

EAST HILL

ST MARY'S FIELDS

A134 BALKERNE HILL

A134 BALKERNE HILL

HIGH STREET

HIGH STREET

ST ALBAN'S ROAD

POPE'S LANE

RAWSTORN ROAD

CROWHURST ROAD

PAPILLON ROAD

MANOR ROAD

CROUCH STREET

LEXDEN ROAD

OXFORD ROAD

A1124

MALDON RD.
ROUNDBOUT

HEADGATE

CHAPEL ST. N

A134 SOUTHWAY

CULVER STREET WEST

CHURCH ST.

HEAD STREET

SIR ISAAC'S WALK

ST JOHN'S STREET

OSBORNE STREET

CULVER STREET EAST

LONG WYRE ST.

QUEEN STREET

FIRSTSITE
GALLERY

BUS STATION

PRIORY STREET

COLCHESTER
TOWN STATION

ST BOTOLPH'S
CIRCUS

Our aims



- ✓ Increased footfall
- ✓ Improved staff retention
- ✓ Collaborative and cohesive marketing strategy for promotion of the town
- ✓ Businesses decide and direct what they want for the BID area
- ✓ BID levy money is ring-fenced for use only in the BID area – unlike business rates which are paid into, and redistributed, by the government
- ✓ Giving the BID area a coherent and united voice
- ✓ Facilitated networking opportunities with neighbouring businesses
- ✓ Dedicated business to business communication, so we all know what's happening in our area
- ✓ Assistance in dealing with the Council, Police and other public bodies

Year One

Our year one aim is to improve the appearance and perception of Colchester town centre

How do we achieve this? We have set up focus groups to look into how we can achieve our aims. The focus groups are made up of Board & Advisory Group members within the BID alongside experts in the field from businesses and local groups/organisations

Focus Groups

- ✓ **Cleaning-** Looking at additional cleaning projects to the town centre aiming to improve the streetscape of the town centre.
- ✓ **BID In Bloom-** Launching this Summer, the BID will contribute to delivering a range of flower displays across the town centre. These will include eye-catching colours and beautiful displays.
- ✓ **Empty units-** Exploring the viable uses for empty units around the town centre alongside looking into ways to improve the visual appearance of shop windows.
- ✓ **Marketing-** The marketing focus group will develop a strategic plan for year 2 including events and campaigns.
- ✓ **Night-time Economy-** The BID will promote events and promotions from the Nighttime Economy working alongside Colchester Pubwatch to explore avenues in improving safety and security within the BID.
- ✓ **Independent Businesses-** This focus group will deliver a campaign which will help raise awareness and support the smaller businesses around the town centre.

What have we achieved so far?

- ✓ We have now launched a **new Business to Consumer brand** which has it's own website. The website has a directory for all BID businesses, a what's on page collaborating all the event's calenders across the town centre into one place and many more area's of information about the town centre
- ✓ We launched a **BID in Bloom project** in June. This has involved impact planting at the gateways of the town centre to improve the appearance for those coming in
- ✓ We have employed **Street Ambassador's** who communicate with BID businesses on a day-to-day basis. They share regular updates from the BID on upcoming projects or campaigns, pass on any issues or concerns to the operational team or sometimes just pop into our businesses and say hello. They also report any street issues such as paving, begging and vandalism issues
- ✓ We have launched an **Independent Focus Group** to explore how the BID can support the growth and stability of our Independent business within the BID



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What have we achieved so far?

- ✓ We have **funded an online publishing platform (DISC)** designed specifically for sharing information and current awareness among the Night-time Economy businesses which aims to drive down low-level crime and antisocial behaviour.
- ✓ **An increasing presence on all social media platforms** to promote the BID Businesses and the town centre as a whole
- ✓ **A Friend of the BID scheme** to allow any non-BID members the opportunity to part of the BID
- ✓ We have launched the **‘Neat Street Campaign’** in partnership with Colchester Borough Council to promote those businesses that take pride and care in their businesses appearance
- ✓ We are launching a project in partnership with FirstSite looking into **installing local artists work on the front of Empty Units** around the BID area
- ✓ We are working with the Community Payback Scheme on a **project to deep clean grot spots** around the BID area

Our Team

OPERATIONAL TEAM

- SAM GOOD – BID MANAGER
- SELINA CRESSWELL – MARKETING & ADMIN EXECUTIVE
- ELCHE DOLUNER – STREET AMBASSADOR
- ETHAN NAISH – STREET AMBASSADOR
- AKUILA MASERE – STREET AMBASSADOR

BOARD OF DIRECTORS

- Michelle Reynolds- Inprint
- Andy Starr- Chair of Colchester Pub Watch
- Simon Blaxill- Kent Blaxill
- Alice Charrington- Tymperleys
- Suki Dulai- Flying Trade Group
- Chris Morgan- Metro Bank
- Tim Field- Birkett Long
- David Robertson- Culver Square Shopping Centre

BID ADVISORY GROUP

- Simon Taylor- Grey Friars Book Shop
- Howard Davies- OMC Investments
- Martin Averre- Ace Comics
- Sally Shaw- Firstsite
- Nick Jackson- Atik Night Club
- Paul DeAngelis- Silk Road Night Club
- Steve Wood- Open Road
- Steve Wickers- First Group
- Nancy Foster- Fenwicks
- Glen Shuttleworth- Go East Anglia
- Sam Catling- St. Helena Hospis
- Osman Rasih- Silk Road Night Club
- James Hambleton- The Original Art Shop
- Graham Fraser- Annabelles
- Bill's Restaurant
- Janine Tompkins- Atomikvixen





Any questions?