

St Austell BID



Business
Improvement
District

Local businesses supporting each other and the town

St Austell BID Levy Payers

March 2018

Dear Levy Payer

Your Board are delighted to confirm that the St Austell BID has been successful in its ballot for the second term commencing April 2018. It is with great delight that we welcome some new levy payers to our membership and can confirm that over 75% of the vote was positive which gives a strong mandate for our BID for the next 5 years.

The Board want to take this opportunity to ensure that you realise that we take the management and spending of your levy payment very seriously. We will now mobilise behind delivering the Business Plan for 2018-2023 on which over 85% of you wanted to see the following:

Attractive, Accessible and Vibrant

- **Cleaning is effective, seasonal planting is continued, Christmas festivities are continued, visitors and locals alike are encouraged to visit the town centre.**

Welcoming, Safe and Secure

- **Security is maintained, Storenet Radio is developed with the use of CCTV to tackle and control anti social behaviour.**

Marketing

- **Promoting the town, businesses and events using all media in the most cost effective way including obtaining sponsorship and other financial contributions.**

Additional Business Support

- **Representing the views of businesses, Levy Payer meetings, other business improvement initiatives and of course maximising the value of your levy.**

We also want to help coordinate all the varied events that occur across the town so please let Annette know of any event you are planning no matter how large, or small !

Looking back momentarily, 2017 was another busy year and a number of successful initiatives were delivered including:

- ✓ GOLD again for St Austell BID in the South West in Bloom awards, with best BID in the SW Region.
- ✓ St Austell Loyalty Card with over 3000 users.
- ✓ StoreNet radio scheme now has 55 users.
- ✓ Additional security patrols, especially through peak times.
- ✓ Pirate FM programme promoting positive St Austell with over 3,000 plays.
- ✓ Promotional material, leaflets and media campaigns - 25,000 leaflets circulated.
- ✓ St Austell Facebook with 2300 likes.
- ✓ Events - provided support to various events and delivered another run of successful Christmas late nights.

Your Board represents you, all levy payers, in the decision making process of running our company. All Directors act on a voluntary basis and give their time to help support St Austell. If YOU would be interested in joining the Board you have that opportunity at the AGM coming up normally in May/ June or speak to your BID Manager Annette Miller.

Whether you are in retail, financial or legal services, fashion, phones or car repairs, one thing is for certain we live in an ever changing world, the way we operate is constantly being challenged by the internet and other changes in consumer habits. As a result 'footfall' not only across Cornwall but every town in the UK is under pressure. Whilst St Austell continued to buck the national trend during 2017, it is clear we all need to give consideration to any ideas that will ensure this remains the case, so even if you do not wish to join the Board please feel free to share any thoughts you may have.

If you would like to share any comments or possible opportunities with us please contact, in the first instance, your BID Manager:

Annette Miller on 07794 910858 or staustellbid@gmail.com

The BID strap line states '*local businesses supporting each other and the town*', and as we enter a second term retaining this way of thinking and working together will remain the foundation for success, thank you for your ongoing support.

Kind regards



John Kneller
Chair, St Austell BID