

Love Newmarket BID

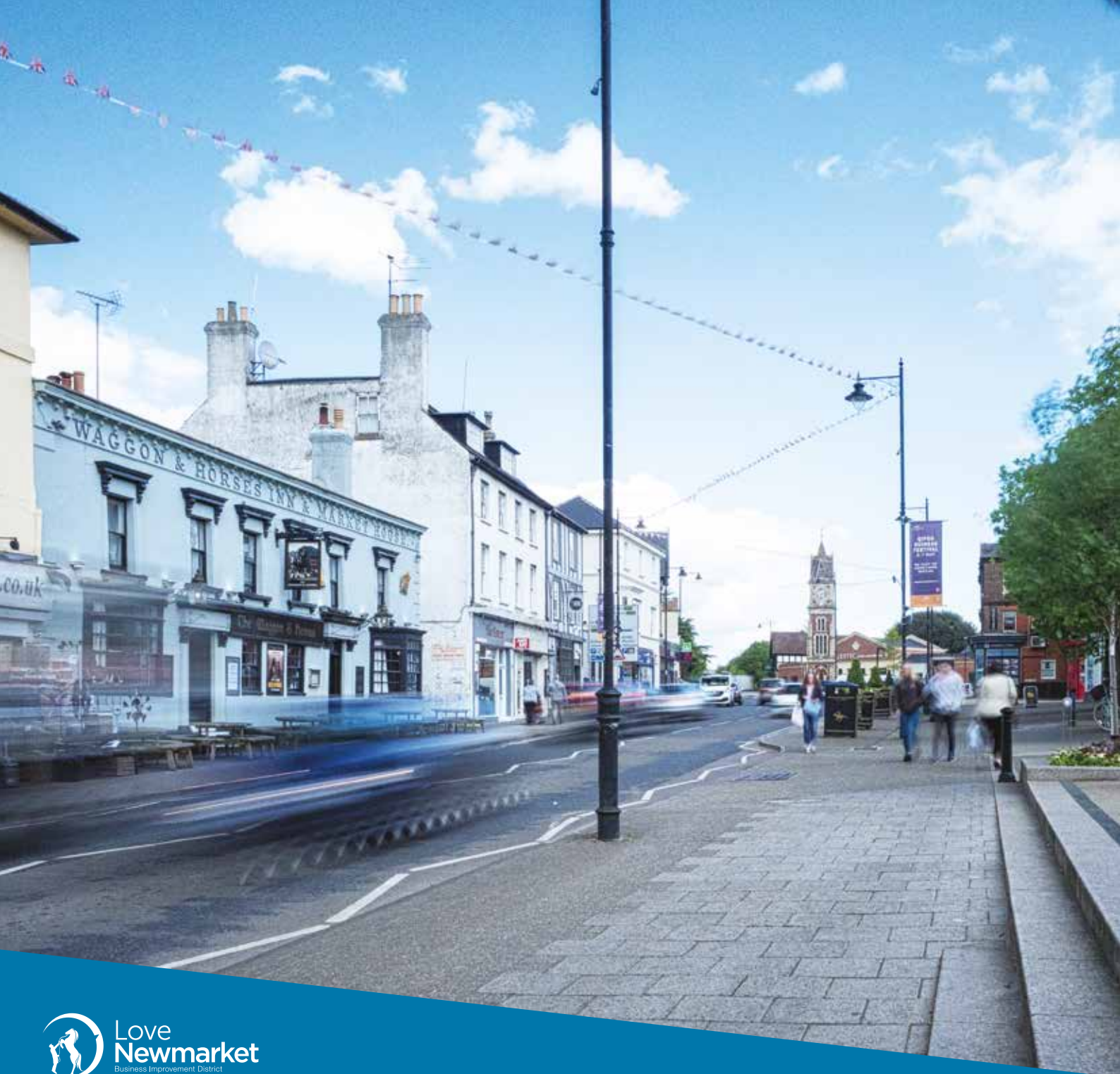
Annual Report 2016/2017



Love
Newmarket
Business Improvement District



Love Newmarket BID
- working together to
shape a successful town
centre



Foreword

4

How we Deliver the BID

6

Marketing, Promotion & Events

7

Accessiblity

10

Welcome & Connected

11

Business Support

12

Finances

13

The Year Ahead

14

Foreword

Welcome

As we bring the first year of the BID's first term to a close, it is my pleasure to share with you the highlights from the year in our 2016/2017 Annual Report.

Over the past few months, I have met with many of you and listened to what you would like to hear and see in the town. Your priorities loud and clear – deliver high quality events to place Newmarket on the map, help the market to move to the High Street and improve the look & feel of the trading environment.

We are now starting to see events are happening in the town centre for the first time that appeal to families who live within Newmarket and a 20 miles radius, which is our target audience. Last year's Christmas event at the Clock Tower was positive, with traders reporting strong footfall and sales figures. We then seemed to trump it with Easter, with a record 270 people participating in our Giant Easter Egg trail and posting their stamped card in the bespoke Easter Egg on the Bill Tutte Memorial. Whilst the recent Life's a Beach and Back to the 1940s events don't feature in this review, the evidence does show that things are on the up.

With regard to the market coming back to the High Street, the BID has played an important part in supporting with this to hopefully happen. I've had meetings with the different elements that make up our Local Authorities and encouraged them to talk with each other to overcome the existing barriers to allowing the market to come back to its rightful home. Whilst this is very much a council led project – and rightfully so – the BID has proved to be able to act as a coordinator to 'get things done' that can drive much needed footfall and spend back to our streets. I remain confident that with a rejuvenated market on the High Street every Tuesday and Saturday together with the BID's innovative events calendar across the year, perceptions of Newmarket will start to change as people realise that the 'love' is coming back to the town. If successful in our ambition, we hope that these actions will act as a catalyst to drive fresh inward investment into our municipality, whether that is retail, offices or even a cinema, and directly improve the sense of place.

Finally, whilst improving the look and feel of the town has proved the largest challenge, again I believe we are making in-roads. This isn't necessarily an overnight quick fix, but rather a concentrated and strategic way over the course of the five-year term. We have the Town Ranger service (now termed as an Ambassador, which we thought to be more

reflective of his role) supporting the town from meeting and greeting tourists and levy payers alike, assisting with responsive issues such as business crime, general litter picking or weeding, and anti-social behaviour. However, we also want to look at the more pro-active issues that we face. We want to improve the frequency of cleaning in the town centre, and to that aim, we are currently locked in discussion with FHDC to see how we may achieve this through the Baseline Agreement. We want to improve access to the National Horse Racing Heritage Centre, which is a key tourism draw to the town, via clearer signage, and a more welcoming Palace Street. To achieve that, we are working with the museum, Town Council, FHDC, County Highways, and local traders and residents to implement a Traffic Regulation Order to change the dynamic of the street from a rat-run for vehicles to an area for people to dwell, relax, and take-in their surroundings. By doing this, we would also much enhance the connectivity to nearby Sun Lane, therefore improving visitor access to the terrific independent trader offer that can be discovered in the vicinity and delivering a subsequent economic benefit for all. In addition to this, we also are going to be working with Waitrose and County Highways in reassessing the entrance to the supermarket's car park and the way that the traffic flow currently operates.

In conclusion, it is evident that businesses, who get involved, get more out of our activities, so please do make contact with us. For individual businesses, there are opportunities to take advantage of events, promotions and activities and explore collective cost savings. Where businesses have a head office or area manager, encourage them to get in touch with us so that we can work together directly. For those that wish to influence decision making, there are positions on the Board of Directors and we are always open to feedback of any form. **Our AGM is at 6:30pm on Tuesday 26th September, so you may wish to attend and put your name forward to help us make positive change.**

As always, I would like to thank the BID Board of Directors who generously offer their free time to attend our monthly (and soon to be bi-monthly!) meetings. Particular acknowledgement should go to three individuals who will be relinquishing their seats this year due to ever increasing work pressures – Amy Starkey, Noel Byrne and Mark Edmondson. Their tireless dedication to the development of the BID in its early days has enabled the organisation to flourish and be where it is now. In addition, I wish to thank the BID businesses and partners for welcoming me to Newmarket and for your support and investment in the town, and I look forward to working with you in the coming year.



Graham Philpot

BID Manager – August 2017

Message from the Chair

Our first year has been one of change and challenge. I'm so pleased to have seen the BID through from concept to delivery, and it has made me proud to have worked with many of you along the journey and secured a 'yes' vote last year, with a total of 62% of those balloted in favour.

I'm pleased also to say that we have made a start on delivering against our key priorities, the results of which you will see here in the Annual Report. However, there is a long way to go until we are satisfied. We've taken baby steps this year. The next few years we will learn to walk, and in our fifth year, I am hopeful that we will be 'running' smoothly as a town and collected Business Improvement District.

We are very fortunate that Newmarket and the wider county of Suffolk is a fantastic draw to tourists and they will judge our town on customer service and customer experience, benchmarking us against their visits to other towns. That's where the Love Newmarket BID business plan comes in. For Newmarket to remain competitive, we need to build upon the strengths that attract customers here in the first place. The town has a fantastic range of independent shops, great eateries, fascinating history, easy access, good parking, and of course, the outstanding National Heritage Centre and the renowned Jubilee Clock Tower. But nowadays having great attractions is not enough.

Today's customers are more mobile than ever and they will go where they feel welcome, safe and inspired. Newmarket's BID aims to make customers feel welcome, safe and inspired by making the environment safer, cleaner, and more vibrant, and the town better promoted. In turn, this will support the very businesses that have invested heavily in the town and have had to face difficult trading conditions during the economic downturn.

This really is a great opportunity to for all businesses to work together for the overall improvement of our town centre. With more change on the horizon, I am more certain than ever that the investment we all make through the BID is vitally important to our businesses and the town.



Di Robertshaw

BID Chair – August 2017



How we deliver the BID

The Interim Board

The Newmarket Business Improvement District is governed by the Interim Board, who oversee the delivery of the BID. The Interim Board work on a voluntary basis and are responsible for guiding and directing the BID team in the delivery of the projects and services contained within the Business Plan. The Interim Board cover the

period from 1st July 2016 – 26th September 2017. At the BID's first AGM on 26th September, the Interim Board will cease and elections will then take place to establish an Executive Board from Year 2 onwards. This is an opportunity for you to be involved and help to shape the future of the BID going forward.

The Current Interim Board



Chair

Di Robertshaw

Partner Co-ordination Manager, Waitrose



Treasurer

Robert Nobbs

General Manager, Best Western Heath Court Hotel

Board Members



Ross McKittrick

Centre Manager,
The Guinness Shopping Centre



Noli Shelala

Creative Director and Owner, Twin Dots



Tolly Considine

Owner, Tolly's Flowers
Vice-Chair, Newmarket Retailers Association



Noel Byrne

CEO, Bedford Lodge Hotel



Amy Starkey

Regional Director, The Jockey Club



Lesley Ferguson

My Fotoshop



Mark Edmondson

Director, Edmondson Hall



Julie Eden

Owner, Coffee & Co



Tim Boutle

Newmarket Chamber of Commerce



Natali Walker

Shoehorne

Supporters & Advisors



Cllr Lance Stanbury

Forest Heath District Council



Jonathan Miles

Senior Growth Officer
Forest Heath District Council



Joe Watson

Growth Officer
Forest Heath District Council



Cllr Chris O'Neill

Newmarket Town Council

Our Highlights: 2016 - 2017

Marketing, Promotion & Events

Building the Brand

The BID has developed and launched a new brand for itself and the town, called Love Newmarket. The target audience we aim to attract and encourage to visit the town is the family audience; specifically those already living in Newmarket and leak to neighbouring towns and cities. We also aim to appeal to those who live within a 20 miles RADIUS and encourage them to 'try Newmarket'.

We started 2016 with a minimal brand identity, which was more aimed at a corporate feel of 'connectivity':



In January 2017, the BID launched its new branding, based on the concept of 'love your town'. The idea behind the revised branding is to show the passion and pride that exists between traders and residents, and that by being emotionally supportive of Newmarket, there will be a fiscal return in the future with the aim of providing a fun and safe environment for our customers to keep them coming back for more.



We also felt it important to show the town's USP in horseracing, and that we are part of the wider Newmarket 'family' in promoting the town to a local, national and international audience.

Website

Development and delivery of a destination website for the town centre in lovenewmarket.co.uk

We know one of the town's USPs is the independent retail sector, so this website has been launched largely to showcase our businesses that have a high street presence.

The site has been designed as a central point for users on 'all things Newmarket', with regular news features, dedicated sections to retail, leisure and culture, and as a platform for the BID to promote the events and activities that we have planned for the town across the year, in order to help to promote Newmarket as the destination of choice.



Social Media Presence

We have developed and delivered our two social media platforms in Facebook and Twitter, to drive customers to the town, to our website and to promote individual businesses and general activity in Newmarket.

Follower Count



March 2017

August 2017

Halloween

31st October 2016



A Newmarket Christmas

17th - 18th December 2016



Coordinated Annual Events Programme

The BID began its events programme on 31st October for Halloween. The event consisted of a Ghost Walk around the town centre and then an evening talk from parapsychologist CJ Romer (who worked on the TV show Most Haunted) at The Bull on the High Street as to some of the known science behind ghosts and hauntings.

Approximately 85 people turned up for the ghost walk at £5pp, which enabled the BID to cover 60% of the overall event cost. The event itself cost £2,000, mostly for an appearance fee, artwork and a drink for participants.



Christmas 2016 was the first in the BID's existence and was the first event and key anchor point for the BID to achieve visibility with the new BID members/levy payers, at a cost of £13,000.

We delivered a Victorian themed scheme, which consisted of dressing the Jubilee Clock Tower in the High Street, Santa's Grotto, and themed characters. For children, we also had on-street entertainment such as balloon modellers, and a Christmas workshop and craft stand. The themed characters and our Santa Brass Quartet were placed in strategic areas across the town to encourage shoppers to visit individual retailers, cafés, and restaurants. The BID also partnered with Newmarket Town Council to support the Winter Wonderland, and delivered promotional activity to be of benefit to both activities.

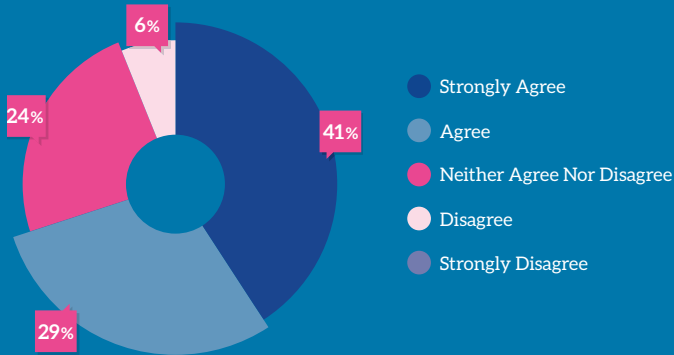


The Love Newmarket BID delivered an exciting and innovative event and campaign for the Easter period, between Saturday 8th April and Monday 17th April, with the aim of attracting an increased footfall into the town.

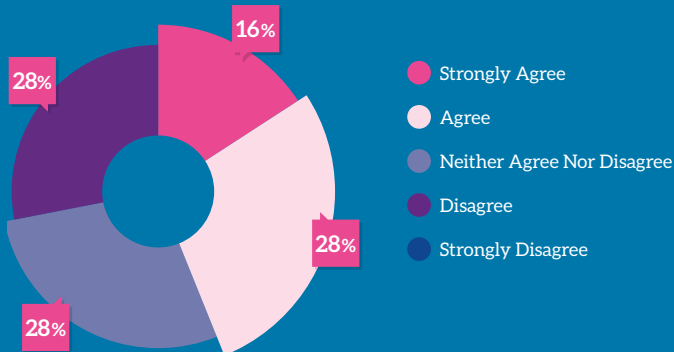
We delivered a giant model Easter Egg post-box on the Bill Tutte Memorial as a 'wow' visual & iconic statement that cemented our ambition as a town to 'think out of the box'. The base had the logos of all participating BID members to drive the audience to those places to take part in a competition, which was a trail, where children had to visit a minimum of 10 out of 20 local businesses to get their card stamped and be in with the chance to win some gift vouchers to spend in Newmarket town centre. We also introduced a selfie competition with #NktEaster to promote the town to a wider reach.

The event was the second event after Christmas delivered by Julia Charles Event Management Ltd and the marketing by IT Genetics of Newmarket at a total cost of £13,000.

The event had a direct benefit to my business



I had better sales than Easter 2016



Nearly half of retailers in Newmarket town centre reported improved like-for-like sales as a direct result of the BID's Easter campaign.

Giant Easter Dash

8th - 15th April 2017



BID members' comments included:

Just wanted to say a big thankyou to you and all your team. Our Easter takings were up on the last three years and your campaign must have helped. There was more footfall, and a nice atmosphere that the Easter campaign had created. So well done guys!

My footfall was 90% up from last year.

The event was great, it definitely has helped our brand recognition and has increased footfall. It was a fab idea!

Accessibility

Getting Around & Car Parking



Getting Around

The BID has started the development of a new town guide, which will be available for autumn 2017, at locations such as the railway station, TIC, Memorial Hall and local shops & services. As the forerunner to this, we supported the Newmarket Town Council guide in March.



Car Parking

The BID is all too aware of the sensitive car parking issues in the town. We have worked closely with the Police since February and our Town Ambassadors have reported any key misdemeanours to our regular on-street PCSOs. In addition, we partnered with Forest Heath District Council during Christmas 2016 to promote a 'Free after 1pm on Thursday' campaign.



Ed Vince Town Ranger

Welcome & Connected

Your Town Ambassadors

Your Town Ambassador

The team of Ambassadors make an important contribution to the quality of life in Newmarket for our members, their staff, visitors and our local community.

In partnership with the statutory authorities, they provide a wide range of services to help maintain a clean, safe, and well-presented area. Our ambassadors are also the public face of the BID and of the town, offering visitors a friendly, confident and well-informed welcome to Newmarket. Our Ambassadors are effective in helping to manage:

- Illegal street trading
- Litter, street cleansing issues and general refuse
- Street lighting Damage to paving and highways
- Graffiti and fly posting
- Damage to street furniture
- Criminal activity
- Anti-social behaviour

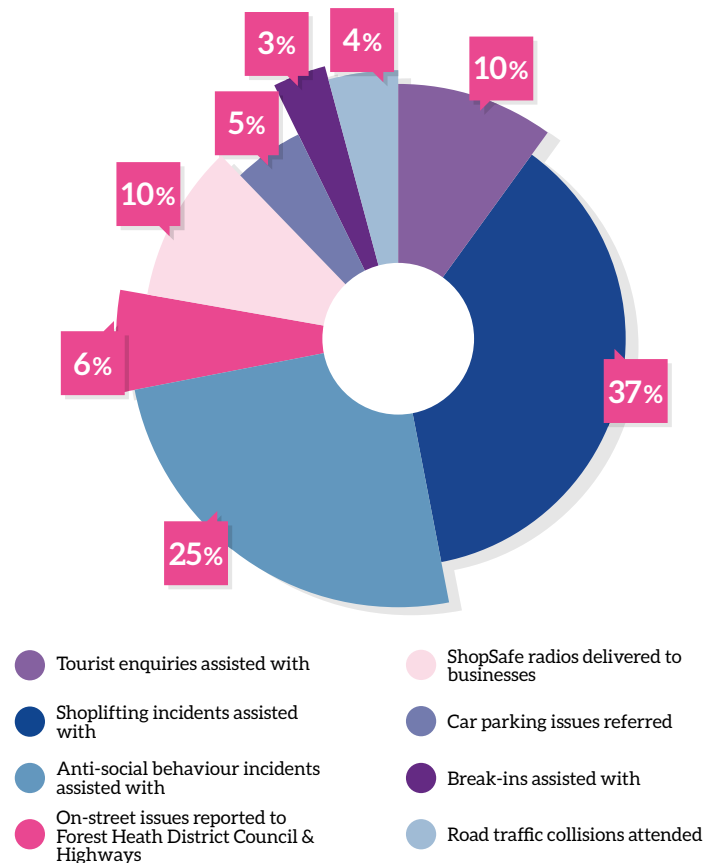
They provide an effective conduit between our business members sharing information on issues such as crime trends and anti-social behaviour, developments and general news and events. The team ensures members are kept informed on issues that may affect day-to-day operations.

Floral Displays

Working in partnership with Newmarket Town Council, the BID has invested in 150 beautiful new floral hanging baskets for the town centre, and also the 24 new trees in the High Street and at the Guineas Shopping Centre.



How the Town Ambassador has Supported You in 2017



Total number of general incidents dealt with (4th Jan-30th June 17): 756

Business Support

Driving Down Costs

Love Newmarket BID was able to save me almost £3,000 on reviewing our utility outgoings, merchant fees and on quotations that we had previously got to have some electrical work done. I would strongly urge all BID levy payers to take advantage of this, as there are some strong savings to be made.

Lesley Ferguson
Owner, My Fotoshop

This year, Newmarket BID has had great success in reducing operating costs by using the collective strength of the business community. Having launched in March, we look forward to adding value to this work over the next 4 years and leveraging further investment into our town.

Key Outcomes

The key outcomes from the savings scheme so far include:



£45,000 Savings
in Business Costs



Businesses Engaged
so far in the Scheme



Return on Investment

Financial Report

2016 - 2017

	Period ended 31 March 2017	Original Budget*
Income	BID Levy	£177,354
	Voluntary Membership	£10,647
	S106 Wi-Fi Money	£52,459
	Donations & Other Income	£5,322
	£245,773	£247,959
Cost of Sales	Marketing, Promotion & Events	£70,591
	Welcome & Connected	£22,947
	Accessibility	£60,556
	Business Support	£4,442
	£158,536	£138,750
	Gross Surplus	£87,237
	Administrative Expenses	£28,114
	Operating Surplus	£59,123
	Total Expenditure	£174,474
		£180,000

*Pro-rata for a 9 months BID year.
Full audited accounts are available at the BID website.

Financial Report Summary

A stringent approach has been adopted to managing finances to ensure efficient and transparent investment with measurable return on investment.

Finance Highlights

- The annual levy available to be spent by Newmarket BID from 1 July 2016 to 31 March 2017 was £177,345.
- A further £5,322 in revenue was raised through contributions to BID projects, such as the floral displays and Christmas 2016 marketing.
- A further £10,647 was raised from businesses who are voluntary BID members.
- This year, £52,459 of Section 106 funding was awarded to the BID by Forest Heath District Council to support the capital expenditure in the set-up of a town Wi-Fi project (which is scheduled to launch in Autumn/ Winter 2017, BID Year 2).

Summary

- In 2016/2017, the BID operated a 9 months term, so the budget and recorded figures is pro-rata of the £240,000 projected levy income.
- In 2017/2018 and onwards, the total amount of levy collected will decrease by £25,000 per annum to £215,000, due to the changes in the Business Rates that were effective from 1st April 2017. These two things together is why there is a different levy figure paid in 2017/18 than there was for 2016/17.
- There was £2655 of 'bad debt' against the budgeted £180,000 levy income, as some businesses ceased trading mid-BID term. New businesses that started in 2016/17 would have a pro-rata levy to pay, and will be included in 2017/18 figures.
- There are 329 hereditaments in the BID area. The levy applies to all businesses with a rateable value of £5,000 or above, including those that are vacant where the levy is paid by the landlord.
- We have a surplus on actual expenditure. Any unspent savings at year end have been apportioned to the delivery budget for 2017/18, and any further surplus accrued will be kept in a reserve account to spend in the final BID year 5 (2020-2021) and the additional 3 months from that year end to 30th June 2021.
- We have been very successful in raising additional income for large-scale projects in 2016/17, and we will look to develop this revenue stream further in coming years.
- Income and expenditure is reviewed monthly by the BID Directors and BID Manager.

The Year Ahead

What's coming next in 2017-2018 and beyond?



Marketing, Promotion & Events

Going forward, the BID will develop the reputation and positioning of Newmarket and promote a cohesive identity for the town through intelligent and adventurous marketing.

We plan to:

- Develop a 'Newmarket Story' marketing campaign to encapsulate the BID and partner's events by attracting customers from neighbouring areas and stop leakage to other destinations. We will aim to build loyalty and foster creativity, innovation and community spirit by working with partners to have a clear vision for the town and a strategy that places the customer at the centre of its decision-making. We will actively and consistently promote the town's offer to increase sales through events and promotions and help to develop loyalty and pride in the town and embrace emerging technologies.
- Deliver a major Christmas scheme only previously seen in Plymouth and Worcester that has been procured by the BID and will be the first of its type anywhere in East Anglia for the first time. This innovative and highly marketable scheme will place Newmarket firmly on the destination map to visit, and given that it will be different dates to the Bury St Edmunds Christmas market, the overall objective is to enable both towns to be competitive for the area of West Suffolk. Moreover, our scheme will be linking up with local schools and rewarding children for good reading. Our aim is simple - we want to put the magic back into Christmas and back into Newmarket. Coming Christmas 2017.
- Capitalise on last year's Christmas activities with a Christmas lights switch-on event by a known celebrity and aim to deliver a late-night shopping experience on the day (14th November).
- Partner again with Newmarket Town Council to support the delivery and marketing of the town's Winter Wonderland.
- Review and enhance the annual events programme by delivering a summer beach themed event, 1940s Day and other smaller-scale events.
- Develop and deliver a Shop Local campaign, designed to encourage retail 'leakage' to come back and re-discover Newmarket.
- Develop a new loyalty scheme for Newmarket to enable visitors and residents to access fantastic rewards from independent retailers, professional services and accentuate *Shop Local*.

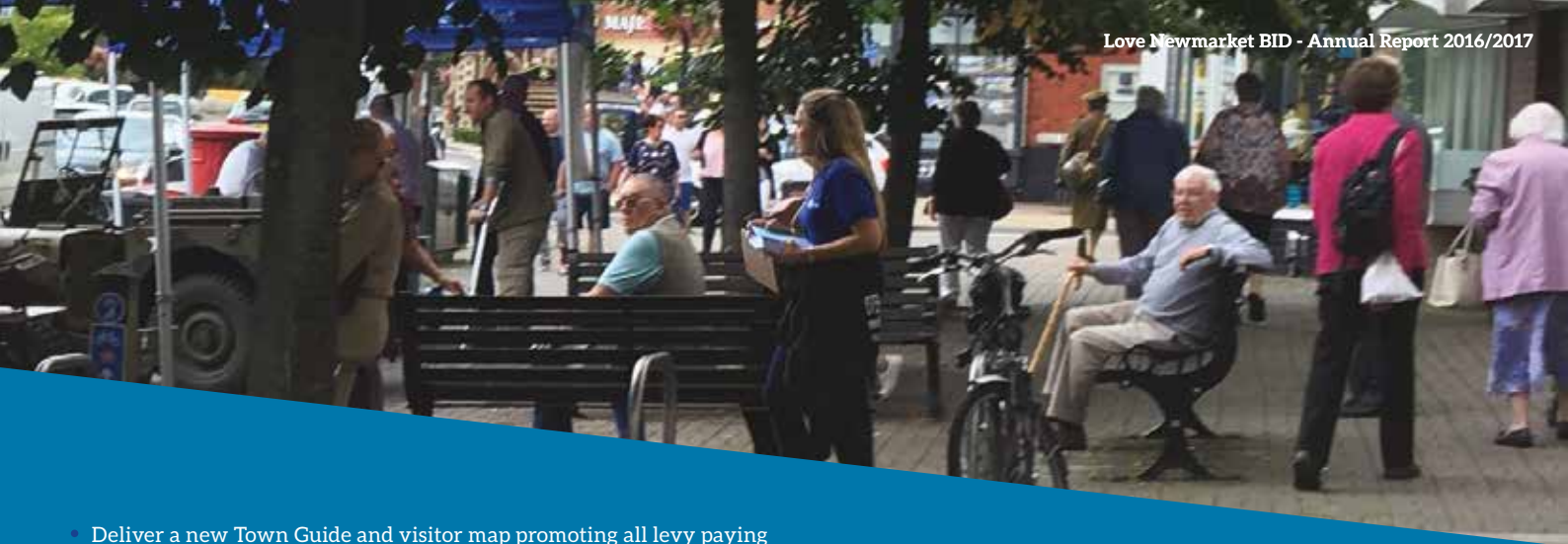
- Maximise our audience reach by delivering value for money print and radio campaign advertisements to support our events and initiatives.
- Achieve a target of a 10% organic social media growth in Facebook and Twitter, by improving our communications with data collection, e-shots and print newsletters.
- Develop a town mascot that can feature at all events, designed by local school children.
- Develop further the website content & presence and increase its reach via improved SEO.
- Support Forest Heath District Council with the new market trial coming to the High Street from March 2018.
- Investigating the options for a Digital High Street initiative and enable independent traders to improve their online presence.

Accessibility

The BID will work to improve the visitor experience to the town centre in a variety of ways.

We plan to:

- Develop a 'Newmarket Wi-Fi' scheme, a town-wide technological investment that will be free for residents and visitors in the town centre to access, and enable smaller independent traders to access the digital economy.
- Monitor town centre health using a footfall monitoring system, so that we can acknowledge for the first time who uses the town and better understand their needs, requirements and expectations. We will report the footfall figures to members on a quarterly basis, including vacancy rate data.
- Review and renew the town's existing black and gold signage so that it is more reflective of a forward-thinking town and that the information on the signage is always up-to-date.



- Deliver a new Town Guide and visitor map promoting all levy paying businesses.
- Encourage Forest Heath District Council to offer festive car-parking incentives for shoppers and to review strategy in the quieter months of the retail trading patterns.

Welcome & Connected

The BID will work to support our levy payers by enhancing the town's environment by introducing a number of new initiatives within the town.

We plan to:

- Develop a 'Newmarket Business Against Crime' (NBAC) initiative. Our Town Ambassador service will help to reduce shoplifting and anti-social behavior, and supporting Pubwatch, by coordinating the scheme. The BID will support FREE membership of NBAC at no extra cost (excluding radio rental), and fund projects aimed specifically at improving the town centre's daytime and nighttime economies. Other UK towns and cities have seen shoplifting reduced by over 50% when a business crime intelligence network is in operation by working closely with the Local Authorities and Police.
- Introduce a new digital reporting system for our Town Ambassadors, so that they can quickly and efficiently report on-street issues to the relevant authorities to improve response times and outcomes for our levy payers.
- Improve cleaner streets by agreeing a Baseline Agreement with Forest Heath District Council as to what is cleaned and the frequency of it. Plus, in order to improve the level of service provision on a day-to-day basis, our Ambassador service will begin to provide additional cleansing services which add value to the work of the statutory authorities.
- Continue to provide an additional uniformed presence in the form of

a Town Ambassador with particular respect to worker, resident and visitor wellbeing.

- Support with enhanced enforcement of closer working with the Police and the Local Authorities to ensure a more adequate level of Police and PCSO presence in the area.
- Deliver an all-new Festive Lighting scheme in partnership with Newmarket Town Council. Delivering a 'capital' attraction at one of the most important times of the year for business, it will also provide a sense of place for those working, visiting and living in the area.

Business Support

Next year we will work to enhance the training offer available to businesses, and offer more ways for business savings.

We plan to:

- Introduce more regular BID members' get-togethers for levy payers to get to know each other and their business offers (starting with the AGM on 26th September).
- Offer further cost savings via our savings initiative into new areas such as insurance, handyman & window cleaning service and network infrastructure costs.
- Improve the range of training available to you and your staff, with a Christmas window dressing competition and enhancing of customer service skills, an accredited programme in Emergency First Aid at Work and Defibrillator Awareness, Leadership Skills and Management Training, and smaller courses aimed at how to run a small business.
- Establish our Board Sub-Groups of Retail, Marketing & Events, Community & Operations, Finance & Governance and Restaurant & Evening Economy, across 2017 and 2018.



T: 01638 676 323

E: info@newmarketbid.com

W: newmarketbid.com

BID Office

Moulton Road
Newmarket
Suffolk, CB8 8DY

