

# BUSINESS UPDATE MEETING

## 25TH JULY 2018

*MAKING MAGICAL MEMORIES*



Love  
**Newmarket**  
Business Improvement District

Christmas in





**Graham Philpot**

**BID Manager**

**Welcome**



**Di Robertshaw**

**BID Chair**



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## What is a BID?

- There are over 305 Business Improvement Districts (BIDs) across the UK
- The aim of a BID is to improve the area that businesses are trading in, such as a Town Centre, a High Street or an Industrial Estate, and raise that area's profile
- BIDs are not part of the Local Authority – they are separate, and are governed by their own Board, made up of local business people, on how to spend their money
- BIDs are directly funded by the businesses who fall within the area boundary
- BIDs operate over a 5 year term, and then are re-elected at a ballot to continue for a further 5 years, and so on
- Across the UK, BIDs have invested a combined £300m+ into their local communities





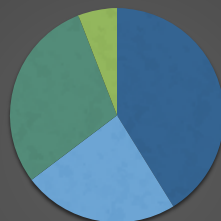
## What you asked for in Newmarket

- Reduce business costs
- Promote the town to a wider audience
- Deliver events that seek to improve footfall
- Improve the town's 'street scene' by ensuring cleanliness, floral schemes & Christmas Lights



**My footfall was 90% up from last year**

**I had a higher footfall than at Easter 2016**

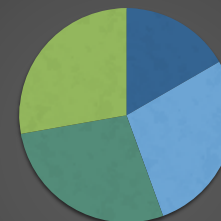


- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

**We benefitted from the event a lot, it drove our footfall & sales conversion**



**I had better Sales than Easter 2016**



- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

**Just wanted to say a big thankyou to you and all your team. Our Easter takings were up on the last three years... So well done guys!**



Love Newmarket  
Business Improvement District

**Saturday 8th April to 15th April 2017**  
**10-5PM AT THE BILL TUTTE MEMORIAL**

Event	Date	Time
Giant Easter Dash	8th to 15th April 2017	10.00-17.00
Selfie Fun	8th to 15th April 2017	10.00-17.00
Egg Performers	8th, 12th and 15th April 2017	11.00-11.30 12.00-12.30 13.00-13.30 14.00-14.30 15.00-15.45
Face painter	8th and 15th April 2017	11.00-15.00

**WHERE TO PLAY**

1. Bouquets of Newmarket
2. Newmarket Sports
3. The Rocking Rabbit
4. Pandora
5. Under the Eagle
6. Walrus
7. Kitchen & Things
8. Shoebox
9. Coffee & Co.
10. Edinburgh Woollen Mill
11. Peacocks
12. Carphone Warehouse
13. Marks & Spencer
14. Iceland
15. Tindalls Newsagents
16. Shoezone
17. Thingy-me-bobs
18. GO
19. Health Court Hotel
20. Bobbins Haberdashery
21. The Taylor Studios
22. Palace House Gift Shop
23. The Newsbox
24. The Heritage Centre for Horseracing





**Dad's Sports Day, Life's a Beach & Back to the 1940s**

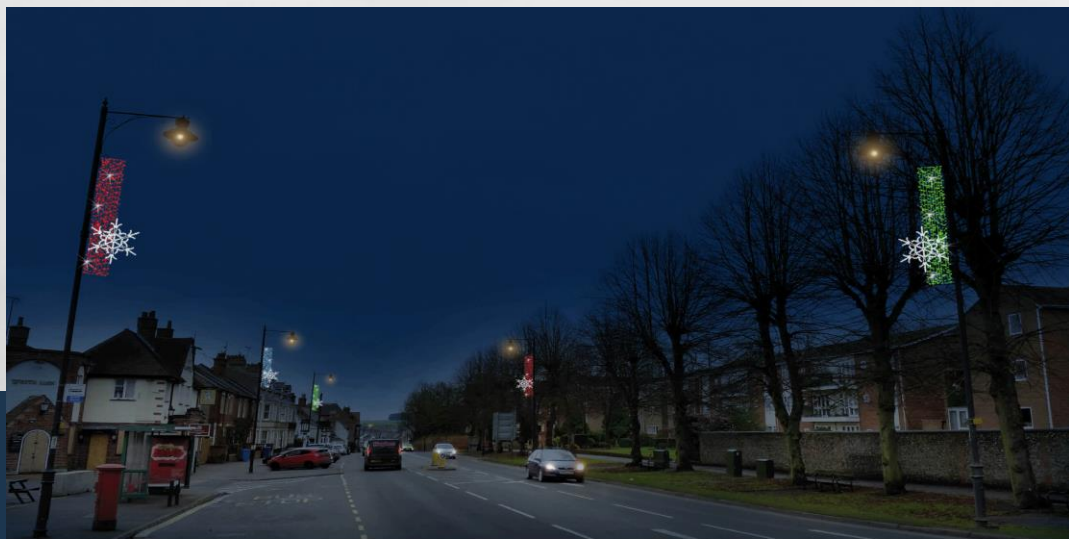




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NEWMARKET  
NEWMARKET 2  
OPTION 2



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NEWMARKET  
NEWMARKET NEW 1  
OPTION 2



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NEWMARKET  
GUINEAS CHRISTMAS TREE NEW AREA

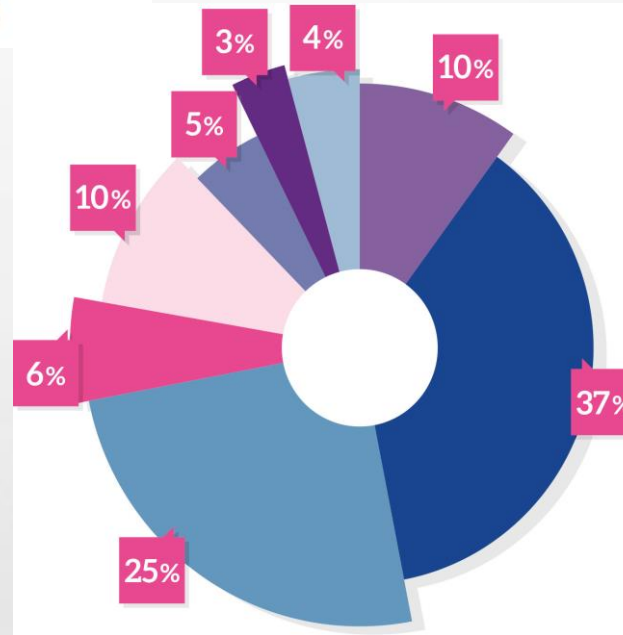




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Town Ambassadors



37% - Shoplifting incidents  
25% - Anti-Social Behaviour  
6% - On-Street Issues reported  
10% - Number of BID members taken ShopSafe radio  
5% - Car Parking issues  
3% - Break-Ins  
4% - RTCs attended  
10% - Tourist Enquiries



Hanging Baskets & Trees

Ed Vince - UK Town Ambassador of the Year 2018





**Ivor Keeley**

**Christmas Event Coordinator**

**CHRISTMAS 2018**



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## Agenda



	Pages
🍎 Guide to the Town's golden quarter events	
🍎 Ghost walk and Film	3
🍎 Lantern Parade	4
🍎 The Big Christmas Lights Switch On	5
🍎 Christmas Festival 2018	6 - 15
🍎 Prepare, Prepare, Prepare	16 - 17
🍎 How to Maximise your brand in the Town	18 - 19
🍎 Cost / Benefit Analysis	
🍎 PR Measurements	
🍎 Questions	20
🍎 BID Business of the Year Awards 2019	21
🍎 New Business Savings Brochure	22
🍎 Key Contacts	23



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## GHOST WALK AND EXCLUSIVE FILM SHOWING

- EXCLUSIVE East of England showing of a new film with celebrity Reece Shearsmith (BBC's League of Gentlemen).
- EXCLUSIVE Paranormal Festival - looking at the science behind the mystery
- Pumpkin-making children's workshop - Saturday 27<sup>th</sup> Monday 29<sup>th</sup>
- Ghost walks
- Children's Ghost Walk, with fancy dress pumpkin parade
- Halloween Ghost Hunt lock-in at a haunted location
- Magician (adult ghost walks)
- Production of New Town Trail Ghost Walk Map



Saturday 27<sup>th</sup> -  
Wednesday 31<sup>st</sup>  
October 2018



SERIES OF EVENTS FOR  
CHILDREN AND ADULTS



## LANTERN PARADE AND WORKSHOPS



Lantern Workshops in the Memorial Hall

Parade from memorial Hall to the Clock tower as part of Christmas Lights Switch on evening

Lantern Workshops  
Saturday 27<sup>th</sup> & Sunday 28<sup>th</sup>  
October 2018

★  
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# THE BIG CHRISTMAS LIGHTS SWITCH-ON

- 🎄 Listened to feedback from last years excellently supported event
- 🎄 High Street Closed from 12 noon to 9pm
- 🎄 Stage situated across the road at top of High Street
- 🎄 Fairground in High Street
- 🎄 Celebrity Lights Switch-On
- 🎄 Local Entertainment provided with music & drama
- 🎄 NO mandatory Late night shopping on Switch on Night
- 🎄 Best retailer window competition

Friday 16<sup>th</sup> November  
2018 4-8pm





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Newmarket  
Business Improvement District

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Thursday 29<sup>th</sup> November –  
Sunday 2<sup>nd</sup> December 2018



MORE THAN JUST A MARKET...

7 KEY EVENTS





## Key Times

Thursday 29<sup>th</sup> November  
Friday 30<sup>th</sup> November

12 noon till 8pm \*  
9am till 8pm \*

Saturday 1<sup>st</sup> December  
Sunday 2<sup>nd</sup> December

9am till 6pm  
9am till 4pm



# 8pm

LATE  
NIGHT  
SHOPPING

Thursday 29<sup>th</sup> November –  
Sunday 2<sup>nd</sup> December 2018



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## Transport



Park & Ride will be Free

Town Car Parks will be open  
for late night shopping

-  Newmarket Express Land Train
-  Vintage buses going from Racecourse and Town Centre

Thursday 29<sup>th</sup> November –  
Sunday 2<sup>nd</sup> December 2018



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### 3. NUTCRACKERS

Continuing the success of last years launch

- 🔴 Engaging twice the number of schools to name them
- 🔴 Story telling Competition, winning will see your story published on the giant book.

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## 4. AN AUDIENCE WITH FATHER CHRISTMAS

Held at the Mews opposite Palace House Museum

29 Audiences with Father Christmas

🍎 70 children at a time, catering for 2000

🍎 Quality Gift for each child

Palace Street will be closed (access only)



Thursday 29<sup>th</sup> November –  
Sunday 2<sup>nd</sup> December 2018



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## 5. PERFORMANCES

1. 22 shows, max 45 min run time

-  8 magic shows
-  8 Pantomime's
-  6 Ballet shows



29th Nov	30th Nov	1st Dec	2nd Dec	
<b>Audiences</b>				9am
				10am
				11am
				Noon
				1pm
				2pm
				3pm
				4pm
				5pm
				6pm
				7pm

29th Nov	30th Nov	1st Dec	2nd Dec	
<b>Shows</b>		Panto	Panto	10am
		Ballet	Ballet	11am
		Magic	Magic	Noon
		Panto	Panto	1pm
		Ballet	Ballet	2pm
	Panto	Magic	Magic	3pm
	Magic	Magic	Panto	4pm
	Ballet	Ballet		5pm
	Panto	Panto		6pm
	Magic	Magic		7pm



Shows take place at the  
Town's Memorial Hall



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## 5. PHOTO OPPORTUNITIES



- Professional family photographs provided from a cable car themed unit
- Selfie stations around the town



Thursday 29<sup>th</sup> November –  
Sunday 2<sup>nd</sup> December 2018



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## 6. Fun Fair



Thursday 29<sup>th</sup> November –  
Sunday 2<sup>nd</sup> December 2018



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Located on The Severalls from 12 noon to 9pm



The Bigger space allows for new and bigger rides than traditionally seen



80' Ice Mountain Slide



Big Fun House



Walzer



Family Dodgems



We will be providing a Lollypop person to provide a safe crossing across Fordham road





## THE MARKET FESTIVAL DETAILS

-  Christmas market of quality food, drink and craft traders
-  Free Christmas Cookery Demonstrations
-  Free Children's Christmas Cooking and cookie decorating theatre
-  Free Children's Have a go Craft Area
-  Free Mini Christmas Food skills, demos and tastings stations
-  Christmas Buskers Station
-  Free Christmas BBQ zone - food demos



Many Market Traders will be in the laybys down the High Street



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## Tickets

Event price	Adult price	Child
Land train rides	£3	£1
Photo shoot	£3	£1
Panto	£3	£1
Nutcracker ballet	£3	£1
Magic Show	£3	£1
Santa Visit & Gift	£w/a	£3
Fun Fair rides	TBC	TBC

	Adult price	Child price
Ticket for all events	£10	£6
Family Ticket		£25

Early Bird Offer – buy online before the event  
20% off ticket prices

Ticket for all events	£8	£4.80
Family Ticket		£20

Family Ticket includes 2 Adults  
and up to 3 Children



Family ticket value  
£60 of value for £20



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## Big Retailers Christmas 2017

Tesco  
John Lewis  
Sainsbury  
Next  
Morrison  
AO World  
Boohoo  
Joules  
Fat Face

WINNERS	LOSERS
SAY "IT MAY BE DIFFICULT BUT IT IS POSSIBLE."	SAY "IT MAY BE POSSIBLE BUT IT IS TOO DIFFICULT."
SEE THE GAIN.	SEE THE PAIN.
SEE POSSIBILITIES.	SEE PROBLEMS.
MAKE IT HAPPEN.	LET IT HAPPEN.

Marks & Spenser  
House of Fraser  
Card Factory  
Signet Jewellers  
Debenhams  
Mothercare  
Moss Bros

*Winners never quit and  
quitters never win*



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## Newmarket – An Investment Town?



Iceland  
Greggs  
Superdrug  
Mountain Warehouse  
Gallops Tearoom  
Mangiare Ristorante Italiano  
Costa Coffee (planning)

Marks & Spencer

Today – The Guineas Shopping Centre has rebrand launch

*With self-discipline  
anything is possible*



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## Prepare, Prepare, Prepare



Do we look welcoming? - Review your business image closely

Deliveries - Town will be very busy and full, can you plan around?

Cash Machines - demand for cash will be high, adjust schedules now.

Staffing - review training and additional requirements

Mystery shopping - Customer Service awards in January

Cleaning - The town will be busy, prepare to take ownership of issues

Security - Tattersall's weekend is on too, plus our late night shopping

Shop Window display competition - leave your lights on!

Failure to Prepare  
=  
Prepare to fail



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## Maximise Your Brand

Like, Share & Follow - Support other businesses too

Networking - Come along to our quarterly update events

Sponsorship - All sponsors get free voluntary BID membership for a year  
Access to BID preferential service rates  
Discounted training schemes and much more

10,000 new visitors to Newmarket may be future Customers, suppliers or employees - what can YOU do to maximise this opportunity?



Sponsorship opportunities  
still available



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## COST

- Impact on advertising/marketing budget spent elsewhere
- Logo implementation onto Christmas infrastructure/marketing materials, such as the land train is a BID cost to bear
- Time to utilise company or organisation's social media to promote event sponsorship
- Time for managing brand equity and attending event (if desired)
- Possible negative brand association risk if event is impaired in any way

All sponsors will have FREE tickets for their families.  
If £100 is spent with us, it is 1 family ticket, and if  
£1000 x10 and so on.

## COST/BENEFIT ANALYSIS

### BENEFIT

- Promoting the West Suffolk economic region
- Supporting our market towns
- Improve the appeal of our market towns, making them the destination for tourists and businesses alike
- Ensuring the right conditions for growth
- Invest in success
- Developing the town's markets offer with BID and external expert support
- Enabling external businesses to Newmarket to feel 'part of something' and to gain brand awareness to a potential new audience
- Free Voluntary BID membership to all sponsors, including joint procurement savings for sponsorship over £1000
- Encouraging more overnight stays (4 day event)
- Endeavouring to bring new, larger visitor attractions to the town and region
- Can be included under CSR on the balance sheet, with possible tax benefits
- Sponsors' branding will be included on all marketing artwork, with a minimum reach of 50 miles radius of Newmarket (hard copy), and National (website, social media, radio)
- Placing of external signage around Town Centre with sponsor's logos
- Free access to the event will be agreed prior for a number of personnel from sponsor's company/organisation – helping to improve productivity
- Sponsors will be permitted to use of the event logo on their marketing materials and websites, as key supporters towards the BID
- Sponsors will be promoted through certain PR activities
- Sponsors' logos will appear on all media backdrops
- Sponsors' logos will appear on any venue perimeter signage
- Sponsors' logos will appear on our direct marketing to c.10000 households within a 50 miles radius of Newmarket
- Potential opportunity for sponsor for overall naming rights to the event



## DRIVING PR MEASUREMENTS



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AUDIENCE	CARE ABOUT	DESIRED ACTION	STRATEGY	MESSAGES	COMM. STRATEGY	METRICS
<b>Press</b>	<ul style="list-style-type: none"> <li>News</li> <li>Sales</li> </ul>	<ul style="list-style-type: none"> <li>Write articles with BID's clear messages</li> <li>Consider BID as town's source of knowledge + key 'go to' for news</li> <li>Position BID positively</li> <li>Position Newmarket positively</li> </ul>	<ul style="list-style-type: none"> <li>Improve footfall, dwell and spend in Newmarket for retail, F&amp;B, hospitality + leisure</li> <li>Promote office &amp; professional service sectors as key contributors for a 'better place'</li> </ul>	<ul style="list-style-type: none"> <li>Best Christmas event in West Suffolk for 2018</li> <li>Best Christmas event seen in Newmarket for two decades</li> <li>Best local event that the whole family can visit for under £20</li> <li>Best local event that promotes 'shop local'</li> <li>These sponsors have enabled the event to happen to benefit the town</li> </ul>	<ul style="list-style-type: none"> <li>Proactive pitching of the event</li> <li>Be the 'expert' for local place marketing &amp; events</li> <li>Utilise free coverage with Iliffe Media as BID's official media partner for print</li> <li>Utilise free coverage with Zack FM as BID's official media partner for radio</li> </ul>	<ul style="list-style-type: none"> <li>X2 articles from any competitors</li> <li>X5 mentions/articles/adverts across Iliffe platforms pre/during/post event</li> <li>Utilisation of Iliffe's social media platforms to promote BID message and increase BID's social media reach</li> </ul>
<b>Visitors</b>	<ul style="list-style-type: none"> <li>Quality events that have minimal cost</li> <li>Trustworthy</li> <li>Satisfies parent's need to entertain the children</li> <li>Satisfies the children that they were rewarded</li> <li>Promotes new opportunities for something that you couldn't experience before</li> </ul>	<ul style="list-style-type: none"> <li>Visit the event – <b>pull</b> to the town centre</li> <li>Spend money on tickets</li> <li>Enjoy the event and <b>feel valued</b> as a consumer</li> <li>Acknowledge that this was delivered by the BID/local businesses and NOT the council</li> <li><b>Push</b> to support future BID events</li> <li>Understand future BID messaging</li> <li>Sign up to e-comms</li> <li><b>Retain</b> visitor to repeat visit</li> <li><b>Share</b> positive experience on social media</li> <li>Encourage others to follow/adopt</li> <li><b>Push</b> consumers to sponsors' brands</li> </ul>	<ul style="list-style-type: none"> <li>Increase visitor base with well designed, quality and value events</li> <li>Work with Discover Newmarket to be a leader in place promotion and events for this area of West Suffolk</li> <li>Provide events and messaging that is different from competing areas</li> <li>Boost the Newmarket 'brand'</li> </ul>	<ul style="list-style-type: none"> <li>Best experience</li> <li>Best value</li> <li>Leadership enables BID to drive footfall, dwell and retail sales</li> <li>High perceived event value translates to sponsors' brands + visa-versa</li> <li>Easy to understand messaging</li> <li>Easy to visit the town</li> <li>Easy to spend money</li> <li>Easy to utilise BID hard + online marketing and transfer to sponsors' online activity</li> <li>Only brand/event that gives the audience the 'Christmas fix' that they need within the locality</li> </ul>	<ul style="list-style-type: none"> <li>Drive consideration &amp; preference for 'Shop/Eat/Stay Newmarket' by providing events, marketing and public realm infrastructure that resonate to the audience as 'high quality' at an affordable cost + meet their needs</li> <li>Deliver a range of marketing materials to inform, educate &amp; persuade their visit + subsequent spend at the event and in Newmarket</li> </ul>	<ul style="list-style-type: none"> <li>% increase in footfall</li> <li>% increase in event spend</li> <li>% increase in BID brand recognition</li> <li>% increase in sponsor brands' recognition</li> <li>% increase in footfall with local retailers, F&amp;B, hospitality &amp; leisure</li> <li>% increase in spend with local retailers, F&amp;B, hospitality &amp; leisure</li> <li>% increase in social media interaction with BID and sponsors' brands</li> <li>% increase in social media interaction with local retailers, F&amp;B, hospitality &amp; leisure brands</li> <li># of positive testimonials from the event's visitors</li> <li># of positive testimonials from the BID levy payers</li> <li># of positive testimonials from the sponsors</li> </ul>



## Can You Help?

We need volunteers:

- 🍎 Stewards for our Christmas Festival
- 🍎 Lollipop People to aid safe crossing of Fordham Road
- 🍎 Litter Pickers
- 🍎 Here to Help Ambassadors

Full training will be provided



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Questions?



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## BID Business of the Year Awards 2019



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## New Business Savings Brochure

- Launches TODAY
- Total Identified Savings to date - £55,000
- Total Realised Savings to date - £27,000
- Ratio - £1: £4.88
- All-new savings offers available
- Suppliers are here today!



NEWMARKET BID



DELIVERING RESULTS



## YOUR KEY CONTACTS

**Ivor Keeley, Christmas Events Co-Ordinator:**

**[Ivor.keeley@newmarketbid.com](mailto:Ivor.keeley@newmarketbid.com)**  
**Tel: 07463 379122**

**Graham Philpot, BID Manager:**

**[Graham.philpot@newmarketbid.com](mailto:Graham.philpot@newmarketbid.com)**  
**Tel: 07809 907185**



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