



Adrian Piper  
Assistant Director  
Borough Council of Wellingborough  
Doddington Road  
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23<sup>rd</sup> May 2019

Dear Adrian,

Following our meeting of last week, I have pleasure in submitting the following information as discussed. I hope the below will further demonstrate to the Development committee, in addition to the business plan the benefits the BID brings to the Town Centre businesses.

### **Business Plan**

- BID Business Plans are written based on feedback from its businesses. This has been achieved through surveys, face to face consultations and telephone interviews with head offices of the multiples. As you will see, the attached survey result indicates that businesses were happy with the services provided by the BID and wanted them to continue. Therefore, the need to make changes for changes' sake was not considered necessary, though Wellingborough BID is always looking for new ideas that are achievable and beneficial for the BID members.

### **BID Area**

- The BID boundary has been amended. Some outlying areas have been taken out of the BID area. The aim is predominantly to increase focus on and pay closer attention to the complex dynamics of the town centre. Additionally, as BCW has bigger plans for the overall town centre in their ten-point plan, the BID can concentrate its efforts on a slightly smaller focused area.

### **Environment**

- One of the significant tangible benefits provided by the BID is glass, paper, cardboard, plastic and aluminium can recycling. The BID supplies recycling to 118 businesses at a total saving of £48,703. This is an average saving of £452 each company which is considerable when

compared to the average levy of £181 each. We are happy to report that this results in town centre BID businesses recycling 100% of the maximum possible waste

### **Crime Reduction**

The BID plans to support crime reduction in Wellingborough by enabling the effective sharing of appropriate data between the Wellingborough businesses, the police and crime reduction agencies. This would be done by joining the National Business Crime Solution (NBCS) to proactively target criminal elements.

There are plans to roll out Lifesaving Bleed Control kits and providing requisite training to staff in licenced venues across Wellingborough to help combat knife crime related attacks, in conjunction with Pub Watch.

### **Business Support**

- We will be adding to Business Support by offering a Retail Academy for our businesses to help combat the ever-increasing erosion of the High Street. This would involve a series of workshops with industry experts presenting and focusing on all areas of High Street retail, including subjects such as digital marketing, website design, administration, customer service and strategising to combat online and out of town retailers.

### **Marketing**

- In the past year, the BID has offered new services to the businesses like the LoyalFree App, which allows the business to promote its offers and loyalty schemes to a local and national audience free of charge and includes information on the town centre, including all events. We are delighted to announce that for 2019 LoyalFree is able to hosts interactive Tours & Trails on the App this service is available for the BID and BCW to use at no extra cost. They will provide a platform and we will be able to build as many Tours & Trails as we like.

Last Christmas, we launched the town wide “Win a Car at Xmas” promotion, giving away 50,000 scratch card that promoted the town and helped levy payers through instant win prizes.

- Pre-event promotion is both through traditional advertising like the Press, radio and billboards and through digital advertising like social media and electronic newsletters. This is followed by post-event promotion which includes a writeup with photos, a survey sent to BID levy payers via email and through visitors’ feedback.

### **Events**

- The BID would like to continue with its four significant town centre events - Medieval Festival, Beach, WelliFest and the joint Xmas Lights Switch On. The Medieval Festival has had several enhancements over the years like expanding the circus workshop, focussing and increasing the activities in the Arena, introducing Knights in Armour on horses, providing a

lesson plan for local schools and involving All Hallows Church. In 2020, plans include theming shops, getting staff to dress in medieval costumes and offering customers a discount if they shop in costume. We would also like to encourage restaurants, pubs and cafes to provide themed menus.

- The BID would host two other significant replacement events if BCW are committed to organising the Beach and the Xmas Lights Switch-on for the next five years. Some ideas put forward are a “Festival of Food”, which could include other popular BID events like the Bake Off and Chilli Fest. To make it come together, we could also hold a Continental Market the same weekend.
- Another new event in 2018 which we would continue to grow is the Waendel Art Competition/Exhibition held at the Castle, particularly increasing the schools’ involvement.
- Continental Markets will be re-introduced every quarter to help support Market traders in their new town centre location.
- Our footfall cameras monitor visitor numbers; having both organisations putting on events would bring even more benefit to the town centre in terms of extra footfall. Over the course of a year our events attract an extra 50,000 visitors to the town.

## **Working with partners**

- The BID has the support of both the TCP and the Chamber of Commerce. We want to support the Council’s ten-point town centre plan and work closely together to deliver a new town centre vision. The BCW’s representative on the BID Board, Cllr Brian Skittrall, has been viewed as having a pivotal role in this. Additionally, there always has been and will continue to be a place on the Marketing Committee Meetings for a BCW officer to attend in order for both organisations to share information and support each other.

Kind regards



**John Cable**  
Executive Director

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