

FIND YOUR FLEET

Message from the Chair



We are pleased to present the first annual business report for the Fleet Business Improvement District.

Our board of volunteer Directors and the BID Manager have worked hard over the last year to get this project off the ground and we are making great progress on all our objectives.

This is only the beginning of the 5-year term and, unlike some BIDs which do no activity for several months while they set up their BID, we have focused on delivering a market, Christmas events including the Nutcracker Trail, starting tangible business support activities, creating a new website and promotion in addition to setting up the BID.

We have laid down the foundations for some exciting projects which we will deliver over the coming years to make a real difference to our town. Like many other BIDs in their first year, not all the BID levy income has been spent in year one,

even though we have delivered some significant projects. You will therefore start to see bigger changes over the coming year.

Our communication with you is fundamental and we have set up the FindYourFleet website with regular articles on our activity, produced a printed newsletter for businesses, send regular emails detailing the projects to support you and how you can get involved as well as being active on social media. We have also had many 1-2-1 meetings to make sure the BID delivers what you need.

This BID is for all levy payers and experience shows that those who engage with the process get greater benefits. If you have any ideas or would like to get involved, we would love to hear from you.

We thank you for your support and look forward to making more improvements to the town in our second financial year.

Emma Molyneux

BID objectives

- Increase footfall.
- Save businesses money.
- Generate additional income that can then be invested in the town.
- Improve the experience in Fleet.
- Provide business support.
- Support good practice guidance for BIDs.

What's been delivered?

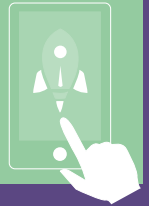
1 APRIL 2017

BID established and set up started – creating the BID company, appointing directors, liaison with Hart District Council who collect the BID levy on behalf of the BID.



JUNE 2017

FleetWatch and DISC online system and app launched. We have over 40 users and 35 offenders listed who are active in Fleet. Incidents are reported and uploaded onto the system with alerts sent to DISC users. A radio system is also available. This all helps to make our town a safer place.



NOVEMBER 2017

Regular email updates began to businesses.



OCTOBER 2017

Continental Market held with car park revenue up 33% and Hart Centre footfall up 25% year on year.



NOVEMBER 2017

FindYourFleet magazine with free promotion for businesses in the BID area sent to 27,000 households locally and 3,000 distributed via schools and in Fleet town centre.



Small Business Saturday activity and entertainment with footfall in the town up 4.6% week on week and 11.6% year on year.

DECEMBER 2017



DECEMBER 2017 - JANUARY 2018

Nutcracker trail hosted in businesses around the town. Social media posts were seen over 14,370 times with 328 competition entries received. As one retailer host said, "Thank you for the loan. He's been a great draw and most definitely attracted new customers for us."



Information wall installed in the Hart Shopping Centre covering a large empty unit in a high profile area of the town, enabling the BID to promote the BID area and events to consumers at a fraction of the cost of a billboard or similar advertising.

JANUARY 2018



JANUARY 2018

Printed newsletter sent to all businesses in the BID area.



Business Briefings started providing free, practical advice to levy payers. Briefings to date have covered Employment Law and GDPR.

JANUARY 2018



FEBRUARY 2018

FindYourFleet website launched showcasing businesses in the BID area, events taking place and providing information on business support for levy payers.



Mystery Shopper survey worth £120 offered to 40 businesses free linked to Customer Service Awards and benchmarking with other towns.

MARCH 2018

○ **£120**

Financial summary of spend to date *

(*calculated mid Feb 2017)

Marketing, promotion, events and measurement:

£49,000

Business Support:

£11,000

Improving the Experience:

£3,000

Levy Collection Costs, BID Set-Up and Insurance :

£15,000

This means that **£70,000** from the Year One budget will be carried over to 2018-19

Our commitment to transparency and accountability

Fleet BID has a Director focused on governance to ensure British BIDs' best practice guidance is followed.

PLANS FOR 2018/19

As well as continuing to deliver the projects we started in 2017 we will be delivering many new projects in 2018/19:

- ▶ We will be launching our bulk buying scheme shortly aimed to save businesses in the BID area money. Over 10,000 businesses across BIDs nationally have collectively saved £6m, with many businesses recouping their levy income in savings.
- ▶ We will be exploring parking discount schemes to benefit people coming to Fleet to shop or work to increase dwell time.
- ▶ Installing footfall counters to provide data to businesses in the BID area to help with decision making and understand where BID activity is most effective.
- ▶ The quarterly FindYourFleet magazine will be distributed to 40,000 households locally showcasing businesses and events in the town, providing free advertising and exposure.
- ▶ More advertising of businesses in Fleet and of Fleet as a place to shop and eat out to people locally and further afield.
- ▶ Using our website and social media accounts to promote Fleet and businesses in the BID area.
- ▶ More attractions and events, including school holiday activities, to bring people into Fleet and increase footfall in the town.
- ▶ We will bring more high quality markets to Fleet including Hampshire Farmers' Market.

We keep you updated with BID progress and give you an opportunity to let us know how the BID can help your business:

- ▶ Regular email updates on projects we are delivering.
- ▶ Printed newsletter which will be produced 3 times a year.
- ▶ Annual business report for levy payers (this document) summarising activity to date, planned activity for the next year and financial position.
- ▶ Annual Company Accounts and audit.
- ▶ Directors meet with businesses regularly.

**TO FIND OUT MORE VISIT www.findyourfleet.org
OR EMAIL info@fleet-bid.co.uk**

