

**Proceedings of the 2nd Annual Levy Payer meeting of the Fleet BID**

**held at the Harlington 8th May 2018 at 5:30pm**



# FIND *YOUR* FLEET

Fleet BID Levy Payer Meeting  
8<sup>th</sup> May 2018

# Introduction

- The Levy Payer meeting was held on 8 April 2018 in The Harlington Fleet.
- The included a short update on activity delivered by the BID to date and activity planned in the future, to present the Customer Service Awards and to launch the joint Procurement Service with Meercat Associates.
- The aim of the meeting was also to get feedback from businesses in the BID area to understand how the BID can help businesses. Ideas were requested for projects including parking, antisocial behaviour and crime, saving money, how the BID can best represent businesses.
- These slides are the presentations from the night as well as feedback provided at the meeting.

Welcome  
Bruce Bulgin  
Vice Chair

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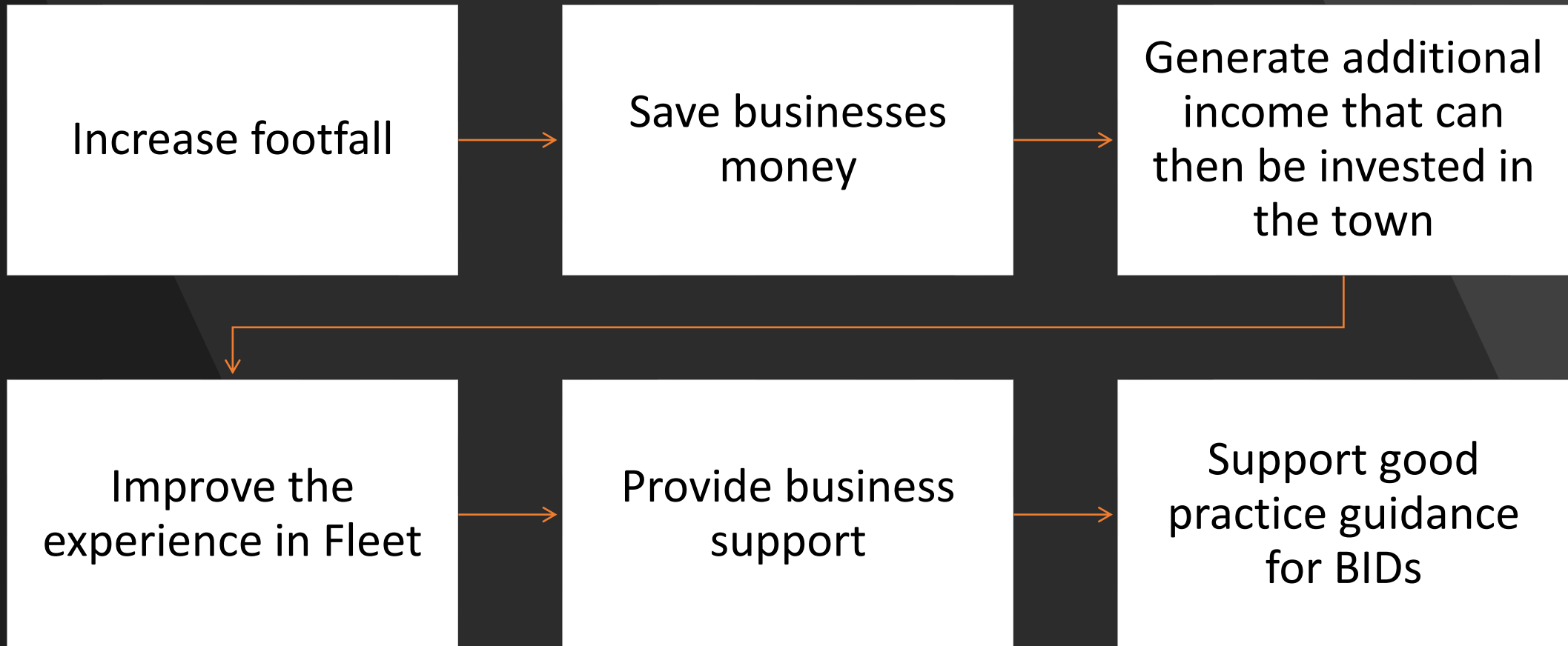
# Agenda

- Welcome and Introductions
- Fleet BID Update: Emma Molyneux, Chair
- Fleet Up Your Game Up Your Gain report and Customer Service Awards: Jim Smith, Shopper Anonymous
- Introducing the Fleet BID joint Procurement Service: Rishi Sood, Meercat Associates
- Open Feedback session
  - What would you like to see the BID deliver to help your business?

BID Update  
Emma Molyneux  
Chair

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# Aims of the BID



# Business Support – helping your business

- Safety & Security - FleetWatch and DISC
- Support, Advice & Training: Business Briefings
- Saving you money: Joint Procurement Service
- Saving you money: One Day Emergency at Work First Aid Training
- Support for your business: Mystery Shopper
- Celebrating success: Customer Service Awards







## Improving the Experience – making Fleet a better place to do business

- Improving appearance and information point: Information wall in the Hart Shopping Centre
- Encouraging more trade: Lunchtime parking pilot scheme
- Making it easier for visitors: Signage survey
- Street art increasing footfall: Wildlife Summer Safari
- Data to help your business: Footfall counters
- Extending the Summer Flowers and Christmas Lights



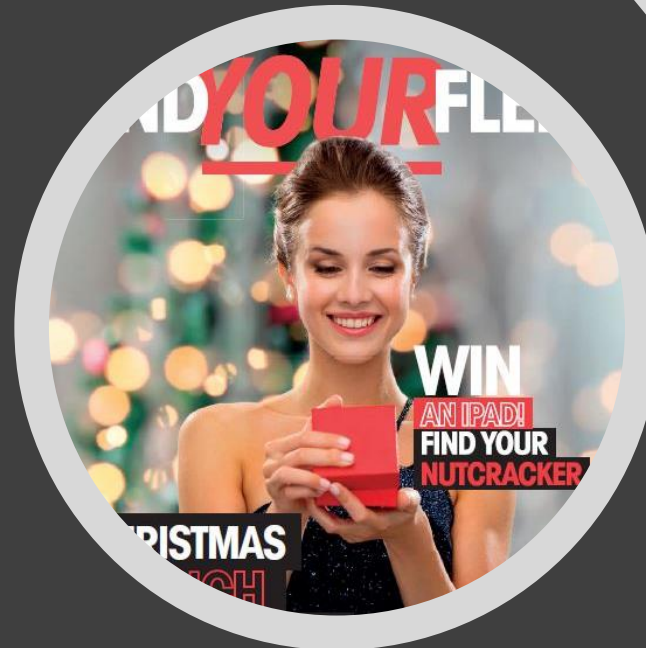
# Markets and Events - Increasing footfall

- Continental Market – car park revenue up 33% and Hart Centre footfall up 25%
- Small Business Saturday and launch of the Nutcracker trail – footfall up 4.6% week on week and 11.6% year on year
- Hampshire Farmers' Market – year on year footfall up 11%, week on week up 2.5%
- Food Festival and Christmas event
- Opportunities for you to get involved and promote your business



# Marketing and promotion – shouting loud and proud

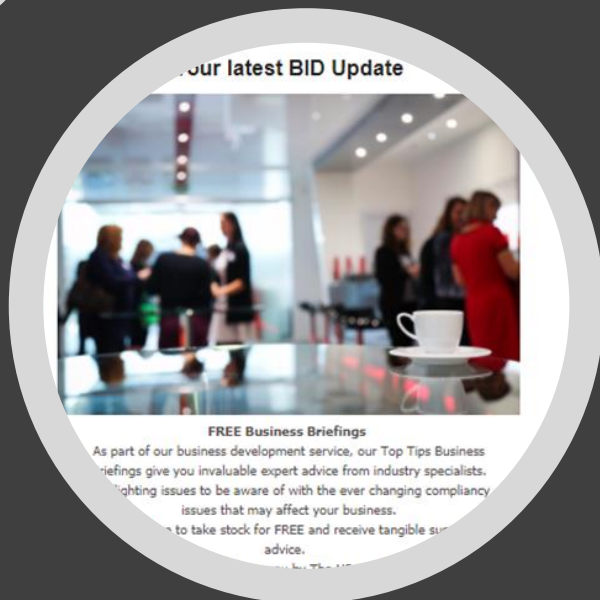
- *FindYourFleet* website with directory of all businesses in the BID area
- Social media and PR activity to share the message
- Free advertising opportunities – consumer *FindYourFleet* magazine
- Hampshire Life and outdoor advertising





# Keeping you updated

- Monthly email updates
- Quarterly printed newsletter
- Annual Business report
- 121 meetings
- Business Briefings



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If you engage a BID provides opportunity

Opportunity  
to Save  
Money

Opportunity  
to Make  
More Money

“I’ve had lots of help for the small amount I am billed. As a small business, these small events to others make a difference to me. I pay £12k in business rates & get nothing. The nutcracker brought new customers, one change to my social media advertising (following advice from someone I met at the meeting) resulted in 2 class bookings worth £80. We also need first aid training so that will help later in the year. Being in the BID makes me feel part of a team with access to support and advice when I need it.”

Nicola Frost Sew Busy

“We always support new events and activities in Fleet, the more people attracted to the Town the better, even if we don't gain on the day, hopefully people will see us or come back to Fleet if they think there is something to do or see there.

Keep up the good work. The extra activities put on in the Town are really appreciated. The workshops we have attended are excellent and relevant.”

Jane Shilling, Serendipity and Daisy’s Tea Rooms

# A word from two levy payers

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Customer Service  
Awards

Jim Smith

Shopper Anonymous

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# 'Up Your Game, Up Your Gain'

**Working Together to Support  
Local Businesses**

**Awards 2018**

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**In partnership with:**

**SHOPPER**  
*Anonymous*  
Driving great service



# 'Up Your Game, Up Your Gain'

**Jim Smith**

**Shopper Anonymous  
Hampshire**



# 'Up Your Game, Up Your Gain'

## **Context:**

- **Independents v chains**
- **The web**
- **Bigger towns**
- **Out of town sites**
- **The ongoing press about High Street**
- **Closures**
- **Sustainable footfall necessary....**
- **... and that comes from great customer experiences**

# 'Up Your Game, Up Your Gain'

## **Aims:**

- **Provide support to the Town's smaller local retailers and businesses for the future, especially in these tough times**
- **Provide expertise not often accessible to the smaller businesses**
- **Ensure the town and its facilities – including its shops – are seen as attractive to visitors. The hope is they enjoy the experience and want to come back**
- ***Recognise the local excellence in the town***

# 'Up Your Game, Up Your Gain' – the results



# **'Up Your Game, Up Your Gain'**

- **Open to all independent retailers and businesses, 41 involved**
- **Consisted of a customer experience review, feedback and this awards ceremony**
- **Overall Average 90%**
- **58% of businesses achieved scores over 90%**
- **Ranged from below 50% to a fantastic 98%**

# 'Up Your Game, Up Your Gain'

## Learning Points

- **What are we good at:**
  - **Products easy to find**
  - **Clean and tidy**
  - **Good knowledge**
  - **Staff – well presented, polite and enthusiastic**
  - **Looking open and welcoming**
  - **Excellent first impression and body language**
  - **Great farewell**
  - **Staff good ambassadors / would you recommend the business – 88% / 83% said yes**

# 'Up Your Game, Up Your Gain'

## Learning Points

- **What are we not so good at:**
  - **Opening times**
  - **Proactive in engaging customers**
  - **Engagement that prompts open discussion**
  - **Building rapport**
  - **Suggestive and cross selling**
  - **Name badges**
  - **Taken on a tour / shown the area (leisure)**

# 'Up Your Game, Up Your Gain'

## Top Tips

- **Opening times**
- **Name badges – think about them**
- **Get staff away from the tills**
- **Acknowledge then engage customers, ask questions, find out what they are looking for (builds rapport and interest)**
- **Make suggestions based on what they have said**
- **Smile**
  
- **... and all of this, *EVERY TIME.***



# **'Up Your Game, Up Your Gain'**

- **The programme was well supported by businesses in the town**
- **Participants benefited by approx £150 of investment each – great value**
- **The town will benefit – from the PR, from the confidence that knowing how well you are doing, or what specifically needs to improve**
- **If you work together, on projects such as this, it will benefit you**

# How You Compare

- Town Centre averages:
  - Cranleigh 87
  - Farnham 87
  - Eastleigh 86
  - Winchester 89
  - Godalming (2014) 81
  - Guildford 90
  - Winchester City 86
  - Woking 82
  - ***Fleet 90***
  - **Average 86.5**



# 'Up Your Game, Up Your Gain'

## Conclusions

- **Really well done. You have eclectic and quality retailers - many different and interesting shops**
- **Your average score compares really well**
- **A high %age of businesses are a credit to the town**
- **The overall visitor experience depends on all of you – one poor experience sours a visit**
- **It is critical that all businesses respond to the issues brought out of *YOUR* reports**

# 'Up Your Game, Up Your Gain'

- **Happy, interested shoppers who have lots to see and do, and get great service....**
- **.... means they will enjoy, and come back**
- **Up to all of you to ensure this happens**



# **'Up Your Game, Up Your Gain'**

**To present the awards:**

**Emma Molyneux**

**Chair**

**Fleet BID**

# 'Up Your Game, Up Your Gain'

## **Award Categories:**

- **Bronze, silver and gold levels**
- **Runners up**
- **An overall winner**

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*Anonymous*  
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# 'Up Your Game, Up Your Gain'

## **Bronze Awards**

**10 businesses received Bronze Awards for a Customer Service Score in the range 80-90**

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# 'Up Your Game, Up Your Gain'

## Silver Awards

**15 businesses received Bronze Awards for a Customer Service Score in the range 91-95**

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# 'Up Your Game, Up Your Gain'

## Gold Awards

**Four businesses scored over 95% and received Gold Awards**

**The runners up were Brown & White Opticians, KJM Salons and Tackle Up Fleet**

**The overall winner was Captured Moment**

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# 'Up Your Game, Up Your Gain'

## Working Together to Support Local Businesses Awards 2018

Reports were delivered after the Levy payer meeting and certificates presented to those who were unable to make the meeting

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Joint Procurement  
Service

Rishi Sood

Meercat Associates

**FINDYOURFLEET.ORG**



**Meercat**  
ASSOCIATES LIMITED



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# About Us

- Procurement & environmental consultancy
- 10 years exclusively working within BIDs sector
- Designed first model for offsetting levy with commercial benefits
- Operate the National BID Buying Group
- Award winning independent BID waste and recycling specialist
- Partners sharing market knowledge and learning across BIDs





National  
**BID Buying**  
Group

**100+**  
BIDs

**18**  
Areas

**£15<sub>m</sub>**  
Savings

**25<sub>k</sub>**  
Members





**FINDYOURFLEET.ORG**

**REDUCING COSTS FOR  
FLEET BUSINESSES**

[www.meercatassociates.com](http://www.meercatassociates.com) [info@meercatassociates.com](mailto:info@meercatassociates.com)



**Meercat**  
ASSOCIATES LIMITED

# Open Feedback Session

Bruce Bulgin  
Vice Chair

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# Open Feedback Session

## **Business Support**

- Reducing Business costs
- Training
- Lobbying on your behalf

## **Improving the Experience**

- Crime and antisocial behaviour
- Parking
- Town centre regeneration

## **Marketing, Events and Markets**

- Markets
- Events to bring people into the town
- Advertising the town

# Open Feedback Session – Improving the Experience

## Parking

- Short wait for shoppers
- Lunch time
- First 30 minutes free
- Free parking everywhere on Sundays
- Parking for patients / customers within easy walking distance esp with a hotel being built

## Signage / roads

- One way traffic
- Signage to Hart Centre car park on Fleet Road
- Make town gateways look better – Station, Kings Road

## Crime related

- Policing
- Enhance CCTV coverage

## Other

- Increase pavement café culture
- Coffee shop outdoor space
- Keep Gurkha Square
- More shops open on Sundays
- Coat of paint inside Hart Centre
- Public toilets
- With hotel being built how will walkway on that side be affected – need to ensure businesses beyond hotel are still accessible

# Open Feedback Session – Business Support

## **Business Support**

- Rate reduction
- Improved recycling in the centre
- Business rates
- Customer shopping experience training by Shopper Anonymous team
- GDPR Training and advice

# Open Feedback Session – Marketing, Events and Markets

## Events

- Fashion Show
- Game & Country Fayre
- Clubs & Societies Day

## General

- More live music on the High Street
- More markets and entertainment on Gurkha Square
- More events in Gurkha Square to encourage footfall to that end of Fleet Road
- Marketing (market?) event not on Sundays
- Weekly events in the centre
- Hype lunchtime
- Something for teenagers
- Events for teenagers

## Shopping

- Shoppers night in December (not Xmas Festival) – late night eg men's night
- Fleet discounts
- Fleet '£' rewards

## Advertising

- Radio adverts
- Banners at entrance to town eg for events
- Adverts shared

# Summary and next steps

Each area was summarised briefly at the meeting. The BID Board will combine this feedback from businesses with the consumer survey taking place in June to inform priorities for projects going forward.

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