

How much money could you save?

Our procurement specialists, Meercat Associates, have already identified over £10,500 savings for businesses in the BID area. You can make savings on a range of services from utilities to telecoms, office stationery, pest control, merchant payment services, PAT testing or commercial cleaning.

To book your 30 minute appointment and find out where you can save money call Meercat on 01444 415429 or email savings@meercatassociates.com.



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Three Ways to Boost your Business This Christmas

1. Attend Customers: Love 'em or Lose 'em this Christmas on Wednesday 14th November. This retail-focused training event on is led by the customer experience experts at Insight6 where you will put together an action plan to boost your sales this Christmas. **Places are strictly limited so do book early.**



2. Take part in our Advent Window Promotion. On 1st December we will be launching Fleet's Advent Window Promotion with one business offering a special product promotion or offer each day in the run up to Christmas. Promoted in town, on social media and in 20,000 copies of our *FindYourFleet* magazine this is a great way to showcase your business this Christmas.

3. Create a lunchtime offer. People working in the Waterfront Business Park can park for free in Fleet in their lunch hour. Why not create a special lunchtime offer to encourage them to visit your business in the run up to Christmas.

To get involved email our BID Manager Tracey at info@fleet-bid.co.uk or call 07746 828792

What your BID has delivered:

- Free One Day Emergency at Work First Aid Training courses for BID businesses
- Savings of over £10,500 identified for BID businesses
- *FindYourFleet* summer magazine delivered to 20,000 households
- Over 10,000 visits to our website in the last 6 months

News and Updates



Christmas in Fleet

We have found that events which run over an extended period have a bigger impact and encourage people to visit Fleet, tell their friends and come back to Fleet. That's why we are installing a Winter Wonderland in the Hart Shopping Centre and turning one of the vacant units into Santa's Post Office over the Christmas period. More information on our website and social media soon.



Christmas Lights

Following the extension of the hanging baskets in the summer months, Fleet BID will be extending the Christmas lights from Kings Road to the station, marking this entrance to the town.

Remembrance Day Parade

Fleet BID will be representing the business community in Fleet at the Remembrance Day parade on the afternoon of Sunday 11th November. If you would like to join us or would like us to request a seat for you in the service to be held in The Harlington please email info@fleet-bid.co.uk.



Events and activities to bring more people into Fleet

Events were one of the key priorities identified in the BID Business Plan to attract people to the town and help to establish Fleet as a destination. Events recently delivered by the BID include:

- Fleet Food Festival: Extended to 2 days with over 11,000 people visiting the Festival.
- Summer Safari Wildlife trail: Attracting families into Fleet over the summer, over 870 people entered the prize draw and 68,000 people saw social media posts.
- Fleet Curry Festival: Over 48,000 people saw posts on social media about this event putting Fleet on the map as the place to come for a curry.
- Hampshire Farmers' Markets and Continental Market: These high quality markets increased footfall in the town by 11% and were widely shared on social media.



Keep in Touch

Like us on Facebook ([Facebook.com/FleetBID](https://www.facebook.com/FleetBID)), visit our website (www.findyourfleet.org) or email info@fleet-bid.co.uk to sign up to our monthly email newsletter.

Business Support—we're here to support your business

Reducing crime and antisocial behaviour in Fleet



Crime and antisocial behaviour is an important issue for residents and businesses alike.

Recent statistics show that crime was down across Hart compared to the same period last year with a slight rise during the World Cup in the summer but no increase in shoplifting.

Fleet BID is committed to developing initiatives to support businesses and we will be focusing on this issue more in the coming year. What we are doing:

- Holding more meetings for businesses to meet with the representatives from the local policing team and Safer North Hampshire following the successful meeting in June.
- Our BID Manager attends regular Hampshire Business Crime meetings and has raised the issue of incidents in Fleet and the need for more feedback on progress investigating crimes and tackling antisocial behaviour. If there are any issues you want to raise just get in touch.
- More business briefings on practical steps you can take to protect your business, including a focus on Cyber Crime held in September and fraud in the New Year.
- Our FleetWatch System includes a radio that connects businesses in Fleet and the Rushmoor CCTV centre and the secure DISC system for sharing information on known and suspected offenders and incidents in Fleet.

A key message from the police is that it is important to report incidents and crime as, where there is a pattern of activity, this will receive additional focus by the police.

To find out more or register for the FleetWatch system email our BID Manager, Tracey at info@fleet-bid.co.uk or call 07746 828792.

Business Excellence Awards

Following the success of last year's Customer Service Awards where Fleet was ranked higher than other towns locally for the level of customer service we will be celebrating Fleet's champions again in 2019 with our Business Excellence Awards.

To book your independent review by Customer Experience Experts Insight 6, email us at info@fleet-bid.co.uk or call Tracey on 07746 828792.

Mental Health First Aid Training

Mental Health First Aiders are trained to support staff with mental health problems or who might be worried about a friend or family member. They are advocates for mental health in the workplace and can raise awareness of the issues and wider support available. If the wellbeing of your staff is a high priority and you would like the BID to offer this training at no charge to you email us at info@fleet-bid.co.uk or call Tracey on 07746 828792.

Got an idea or need advice?

Our BID Manager, Tracey Shrimpton, is in the Business Centre in the Hart District Council offices most Thursdays—just pop in for a chat or call 07746 828792 to arrange a meeting.

Dates for your Diary

Wednesday 14th November 5.30pm The Harlington: Retail-focused training event *Customers: Love 'em or Lose 'em' this Christmas*. Put an action plan in place to ensure your staff provide great service all the time and make more sales this Christmas. **Numbers are strictly limited so book early.**

NEW FOR CHRISTMAS 2018—Saturday 24th November: Santa's Post Office opens in the Hart Shopping Centre.

Wednesday 28th November: : Free one day Emergency at Work First Aid Training 9am to 3.30pm.

Wednesday 28th November: Fleet Town Council's Christmas Lights Switch On, entertainment and market. From 3pm to 9pm with Fleet Road closed from midday.

NEW FOR CHRISTMAS 2018—Saturday 1st December: Launch of Fleet's Advent Windows in the Hart Shopping Centre on Small Business Saturday,



2019

Wednesday 16th January 5.30pm The Harlington: Top Tips Business Briefing—Making a Success of e-commerce.

Wednesday 30th January: Free one day Emergency at Work First Aid Training 9am to 3.30pm.

Tuesday 12th February 5.30pm The Harlington: Top Tips Business Briefing—How to create value in your business to sell on or retire.

Sunday 17th March: Fleet Half Marathon with Fleet Road closed.

Tuesday 19th March 5.30pm The Harlington: Top Tips Business Briefing—Tackling Business Crime.

Wednesday 27th March: Free day Emergency at Work First Aid Training 9am to 3.30pm.

Tuesday 16th April 5.30pm The Harlington: Top Tips Business Briefing—Topic TBC.



Wednesday 15th May: Annual Levy payer meeting

Wednesday 22nd May: Free one day Emergency at Work First Aid Training 9am to 3.30pm.

Wednesday 26th June: Free one day Emergency at Work First Aid Training 9am to 3.30pm.

FindYourFleet is brought to you by Fleet BID. We're passionate about creating a vibrant town we can all be proud of, where businesses prosper, our communities thrive and visitors choose to shop and do business.

www.findyourfleet.org email: info@fleet-bid.co.uk



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@Fleet_BID

Registered Office: 10a White Hart Parade, London Road, Blackwater, Camberley, GU17 9AD