

# FIND YOUR FLEET

## Message from the Chair



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

Our board of volunteer Directors and the BID Manager have made significant progress in the second year and have delivered projects that will help all businesses, large or small, from high street retail to service sector.

The challenges facing the High Street have been well documented and the projects we deliver are designed to improve the trading environment in Fleet by saving businesses in the BID area money or providing opportunities to generate more income.

Many businesses have benefited from the BID's initiatives and we encourage you to take advantage of the free support available to you, whether that is first aid training, our procurement service, attending business

briefings or advertising. All these are available to you free of charge as part of your BID levy so all you need to do is pick up the phone or email us to get involved. Look out for more details in our monthly emails and printed newsletters. Our Directors and BID Manager are also available to meet with you if you have a particular issue in your business you would like us to help with or have an idea you would like the BID to explore.

Our annual levy payer meeting takes place on 15th May and we hope to see many of you again this year. We look forward to revealing the winners of this year's Business Excellence Awards and hearing your views on what you would like the BID to deliver to support your business.

We thank you for your support and look forward to making more improvements to the town as we enter our third 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.

# Key achievements

## APRIL 2018

Hampshire Farmers' Market with footfall up 11% and over 18,000 people reached on social media.

Printed business newsletter issued to all businesses.



## MAY 2018

Joint networking event with Hampshire Chamber of Commerce and the Federation of Small Businesses.



The Continental Market returned to Fleet with footfall up 9.5%.

Launched our joint procurement service with Meercat which has identified over £22,000 savings for businesses in Fleet.

Presented the Customer Service Awards and provided individual reports to businesses taking part in the Customer Service review.

## JUNE 2018

Delivered the Fleet Food Festival in a new format extending over an entire weekend with 11,000 people attending, over 32,000 people reached on social media, extensive press and radio coverage including during Eagle Radio's £1,000 Minute.



Extended the summer flower basket displays from Kings Road to the station.

Bi monthly FindYourFleet Advertising campaign launched in Hampshire Life promoting Fleet and our independent businesses.

Held a business briefing with the local police, Safer North Hampshire and the FleetWatch radio scheme on crime and antisocial behaviour in Fleet.

Launched One Day Emergency at Work First Aid Training which is free for businesses in the BID area to attend.

## JULY 2018

Organised the Wild Animal Summer Safari over the 6 week summer holiday period. Over 68,000 people saw posts on social media and 870 competition entries were received.



Undertook the Town Centre survey and Business Confidence Survey which showed that Fleet is in a strong position compared to many other towns of a similar size.

## AUGUST 2018

Launched our lunchtime parking pilot to over 800 people working in the Waterfront Business Park and Ancells Farm enabling them to park for free in Fleet during their lunch hour.



FindYourFleet summer magazine delivered to 20,000 households.

## SEPTEMBER 2018

Hampshire Farmers' Market returned to Fleet.

Business briefing held showing businesses how to protect themselves from the rise in cyber crime.



## NOVEMBER 2018

Launched Santa's Post Office in Fleet and the Winter Wonderland in the Hart Shopping Centre attracting people to the town over the Christmas period.



Extended the Christmas Lights from Kings Road to the station.

The BID represented the business community at the Remembrance Day Parade in Fleet.

FindYourFleet Christmas magazine delivered to 20,000 households.

Retail focused customer service training to help businesses put an action plan in place for Christmas.

## JANUARY 2019

Provided Mental Health First Aid Training – free to businesses in the BID area.

Ran a business briefing on e-commerce providing practical advice and training for businesses who want to address the growth in online sales.



We achieved independent accreditation from British BIDs that our BID meets the highest quality standards. Fleet BID is one of only 17 BIDs in the country to achieve this.

## DECEMBER 2018

Provided free purse bells and cables to businesses in Fleet to enable them to reassure their customers following pickpocketing incidents in the town.



Eagle Radio broadcast from Santa's Post Office as part of their Christmas tour.

BID business newsletter delivered to all businesses promoting the support available to you.

Advent Window promotion launched with one business offer promoted each day using a prominent unit in the Hart Shopping Centre, on the FindYourFleet website and on social media.

## FEBRUARY 2019

Issued our business survey to get your feedback on how the BID can help your business.

Launched the 2019 Customer Service review and Business Excellence Awards.



# Financial summary of spend to date\*

(\*calculated January 2019)

Marketing, promotion, events and measurement: **£129,755**

Business Support: **£34,668**

Improving the Experience: **£27,581**

Levy collection costs, insurance, professional and legal advice, accounting and bookkeeping services): **£32,390**

We had a significant underspend from year one and, while the pace of delivery accelerated in year two, we expect that **£26,900** will be carried forward to 2019-20.

**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 produced 3 times a year
- Updates via our website and social media (Facebook, Twitter, Instagram and LinkedIn)
- 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

## PLANS FOR 2018/19

**As well as continuing many of the projects already delivered, our business support focus for 2019/20 is designed to support you with the key challenges in your business:**

- Continuing training, business briefings and providing you with access to advice to help you overcome the challenges you face in your business.
- Exploring parking initiatives and opposing any proposals to introduce charges for on street parking in the BID area.
- Installing footfall counters to provide rich data on people visiting Fleet.
- Delivering attractions and events to bring people into Fleet and increase footfall in the town.
- Continued advertising of Fleet as a place to shop, eat out and of the businesses in Fleet to people locally and further afield using print and digital marketing.

**TO FIND OUT MORE VISIT [www.findyourfleet.org](http://www.findyourfleet.org)**

**OR EMAIL [info@fleet-bid.co.uk](mailto:info@fleet-bid.co.uk)**

