

NORTH NOTTS **BID**

ANNUAL REVIEW 2017/18



HELPING
BUSINESSES
TO GROW
& PROSPER

NORTH
NOTTS **BID**

BUILDING A BETTER FUTURE

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OVERVIEW OF OUR **FIRST YEAR**

WE ARE DELIGHTED TO SHARE WITH YOU THE **NORTH NOTTS BID ANNUAL REVIEW 2017/18**, HIGHLIGHTING ACTIVITY AND SPEND FOR THE FIRST YEAR OF THE BID'S FIVE YEAR TERM.

A WORD FROM OUR CHAIR

"As a business owner and BID member I am proud of what we have achieved in year one.

We have set up the BID as a business, ensuring that the right processes and procedures are in place. We have recruited the operations team and private sector board members to ensure that we can deliver the projects that you have chosen as part of the consultations undertaken prior to ballot.

The BID Board has been working hard to deliver initial projects in year one as well as determining some exciting new projects for 2018/19 that will benefit our members." **Steve Bennett, Traffic Labour Supplies & BID Chair**



A WORD FROM OUR CEO

"We have really hit the ground running, delivering key projects including the installation of free WiFi in Retford and Worksop town centres to add another layer of interaction between a town centre and its users.

Our savings scheme has, in just a few short months, identified savings of just over £61k and has helped many of our BID members to recoup the cost of their levy bill, and in some cases much more.

We are always open to suggestions on potential new projects from our BID members – no idea is a bad idea. As long as it fits with our business plan, then please get involved and have your say by contacting me or a member of the BID team." **Sally Gillborn, Chief Executive**



ABOUT THE **BID**

NORTH NOTTS BID IS THE **UK'S FIRST EVER AREA-WIDE BUSINESS IMPROVEMENT DISTRICT (BID)**, COVERING THE WHOLE DISTRICT OF BASSETLAW.

Our BID journey commenced in November 2015 when the North Notts Place Board made the decision to explore the possibility of developing a Business Improvement District for the area.

Following a feasibility study and full consultation during 2016/17, the BID business plan was formulated and in May 2017 the Electoral Reform Service conducted an independent 28 day postal ballot where businesses were able to vote.

The results were overwhelming with over 85% (number of business and rateable value) of those voting supporting a BID for North Nottinghamshire.

BID members are all businesses with a rateable value of £12k per annum or above, with the exception of hospitals and hospices.

North Notts BID Ltd commenced trading on 1st September. It is completely business led and managed with a private sector board that oversees the work of the BID team and ensures that the BID business plan is delivered effectively and efficiently.



MEET **THE TEAM** FOR 2018/19

OPERATIONS TEAM:

The Operations Team have been carefully chosen based on skills, knowledge, experience and qualifications including marketing, finance, economic development, business advice and BID management:

Sally Gillborn - Chief Executive

Steve Corderoy-Foster
Operations & Projects Manager

Emmie Squire-Norton
Marketing & Events Assistant

Joe Sentance - BID Ambassador

Sean Tindle - BID Ambassador

Stacy Shaw
Admin & Finance Assistant



BID BOARD:

Members of the BID board are all private sector business owners/managers representing a wide range of businesses from various sizes and sectors. As well as attending bi-monthly Strategic Board meetings, board members work in the three theme groups - The Business Voice, The Experience, The Destination. The groups have been formed based on board members skills and experience and to determine projects over the BID term:

Steve Bennett - Traffic Labour Supplies (TLS) - Chair

Royce Marshall - Retford (Gamston) Airport

Julie Byrne - The School of Artisan Food

Alan Clucas - Explore Manufacturing

Jane Parkinson - Waddington Menswear

David Armiger - Bassetlaw District Council

Charles Johnson - Spencers on the Square

Christine Horrocks - The Elizabethan Academy

Kate Firth - Ye Olde Bell Hotel and Spa

OBSERVERS:

Rick Brand, Retford Business Forum

Philip Jackson, Worksop Business Forum

ADVISER – HIGH STREETS:

Sid Raghavan, Wilko

SAVINGS SCHEME

North Notts BID has teamed up with specialist savings provider Meercat Associates to secure exclusive rates and deals at absolutely no cost to you - no hidden commissions - just the opportunity to save money.

Since its launch at the beginning of February to the end of the BID's first year on 31 August, the following savings were identified for our BID members:

Total identified savings: £61,366.37

Total realised savings: £21,522.62

Current ROI (identified): £1: £5.53

Current ROI (realised): £1: £1.82

CASE STUDY

When North Notts BID were looking to introduce a savings service for our BID members, we evaluated proposals from a number of providers. It was a tough decision deciding on which provider to choose, but Meercat Associates were the only company that worked purely with BIDs.

They have a proven track record in successfully making savings for BID members across the UK and provide a wide range of savings on services such as pest control, PAT testing, merchant services as well as utilities.

However, BID Chair, Steve Bennett from TLS decided to put Meercat to the test. Steve tasked Pete Priest, a member of the TLS team, to go out to eight different providers for gas and electricity to do a price comparison and check that BID members are really getting value for money.

On electricity Meercat were able to save TLS £1,720.10 from the existing provider. On gas the savings with Meercat was £1,902.18. The nearest competitive quote for gas was £618.09 a year more and that was excluding the commission charges that the other providers were charging.



TOWN CENTRE WiFi

Free Town Centre WiFi was launched in Worksop and Retford for residents and visitors to add another layer of interaction between a town centre and its users.

Free WiFi provides an open Guest WiFi solution that includes a targeted marketing platform utilising the wireless technology to actively promote the town and associated independent stores.

The WiFi system collects information on visitors who connect to the free WiFi. Automated e-shots can be sent to visitors as a welcome message, loyalty message for repeat visitors or general updates, news and promotions. This service is not exclusive to those businesses within the WiFi zone. It can also be used to promote products and services of BID members out of town.

The goal is to encourage them to come back to North Notts, visit the various shops and restaurants, increase the dwell time and ultimately spend some money.

North Notts BID has also installed an extra line into the two town centres that can be used by market traders to enable them to take card payments for their produce.



To complement the WiFi, we have also installed GEO-Sense – a data tracking system that captures, stores, recalls and monitors visitor movement and differences between new and repeat visitors. It gives a unique insight into visitor footfall as well as invaluable information on visitor dwell times and how often they visit the town. Information is tracked 24/7.

GEO-Sense can track all WiFi enabled devices, save the data and deliver analytics in real time, any time. GEO-Sense is also responsive and 100% mobile compliant giving access to all the footfall data in the office or on the move.

OUR AMBASSADORS

OUR NORTH NOTTS BID AMBASSADORS ARE THE 'FEET ON THE GROUND' AND 'EYES AND EARS' OF THE BID.

Our two Ambassadors visit BID members throughout the area to ensure that they are aware of what's happening with the BID.

From the period 1 March 2018 to the end of the BID's first year term on 31 August 2018 there have been:

- 1,600 Ambassador interactions
- 700 emails
- 848 cold calls
- 82 prearranged appointments
- 21 targeted appointments with the Senior BID Ambassador
- 44 street reports including anti-social behaviour, fly tipping or wayfinding
- 36 area foot patrols by the ambassadors resulting in 350 BID member visits



Our ambassadors' week involves visiting BID members in the towns, industrial and rural areas. Daily tasks include the delivery of information on a range of BID projects, events and activities.

Another key part of their role is to patrol the area and report any anti-social behaviour, substance use or littering to the relevant authorities to ensure that wherever possible appropriate action is taken.

The team work with our businesses to identify any ideas, concerns or suggestions and feed them back to the BID operations team and BID board for action.

BID ambassadors play a crucial role in ensuring that the BID and our members work together effectively to enable us to improve our area and maximise benefits to members.

MARKETING & EVENTS

In year one, the BID supported and built on established local events, introduced new events and encouraged businesses to showcase their successes at our local business awards:

- Arranged and supported a visit by Mark Carney, Governor of the Bank of England
- Sponsored Christmas light switch on events in Harworth, Tuxford, Workop and Retford
- Held North Notts BID Open Meetings at locations within all four towns
- Sponsored the 80th Anniversary of Kings Park in Retford.
- Supported the North Notts Business Connections Autumn Conference
- Sponsored Workop Pride, July 2018
- Sponsored Workop's Got Talent
- Sponsored the 80th Anniversary of Memorial Gardens, the Canch, Workop
- Sponsored the 'Ambassador of the Year' category at the North Notts Business Awards
- Sponsored the Professional Services' category at the North Notts Business Womens Awards



BUSINESS SUPPORT

North Notts BID launched its business support service, offering:

- one-to-one advice and guidance from a dedicated business adviser via our Business Advice Surgeries
- workshop covering the topical issue of Cyber Fraud - free of charge to our BID members.



NORTH NOTTS IN BLOOM

North Notts BID launched the North Notts in Bloom project in our four towns:

Retford:

Supported by Retford Business Forum and the Retford Civic Society and sponsored by TLS and Icon Aerospace. The 75 packages included:

- Hanging baskets packed with quality plants
- St. George's flag and Union flag
- Christmas trees with lights

Workop:

- 50 hanging baskets throughout the town centre

Harworth:

- 8 hanging baskets

Tuxford:

- 6 floral planters.



SIGNAGE

North Notts BID's commitment to improve the approaches in the towns commenced at the end of the first year. The dilapidated 'Share your car to work' signage was replaced with new and vibrant BID branded signage.



ANNUAL ACCOUNTS

Financial performance is monitored throughout the year via the BID Operations team, Executive Board, and our accountant.

All activity is governed through the relevant processes and procedures that we have put in place to ensure that we keep on track with our budgets and projected spend.

Financial reports are produced and presented at each board meeting enabling us to provide assurance to the Board that the finances are managed effectively and efficiently.

Income	Budget	Actual	Balance
Bid Levy	£586,666.00	£493,867.00	£92,799.00
Bank Interest	£0.00	£172.00	£172.00
Total income	£586,666.00	£494,039.00	£92,627.00

Expenditure against Budget			
Marketing and Promotion	£50,000.00	£33,056.00	£16,944.00
Events	£50,000.00	£5,877.00	£44,123.00
Projects	£271,617.00	£186,951.00	£84,666.00
Business Support	£40,000.00	£15,132.00	£24,868.00
Establishment Costs	£6,000.00	£5,770.00	£230.00
Management Costs	£110,980.00	£93,381.00	£17,599.00
Overheads	£38,178.00	£26,528.00	£11,650.00
Collection Fee	£19,891.00	£17,600.00	£2,291.00
Total Expenditure	£586,666.00	£384,295.00	£202,371.00

	Income	Expenditure	Balance
Actual Income against Expenditure	£494,039.00	£384,295.00	£109,744.00

Please note: These are unaudited figures. Our trading year is 1 September to 31 August but as the new company was registered in July 2017, Companies House year end for year 1 is 31 July 2018. The accounting period for year 2 will be extended to 31 August 2019 so that the second year trading and financial year will match. In our first year, we chose to spend wisely rather than quickly.

WHAT'S PLANNED FOR YEAR TWO

Here are just a few of the exciting projects that we have planned for year 2:

• **Town Centre WiFi**
Retford, Harworth and Tuxford

• **'Meet the Neighbours'**
Events planned on the industrial areas to encourage networking and intertrading

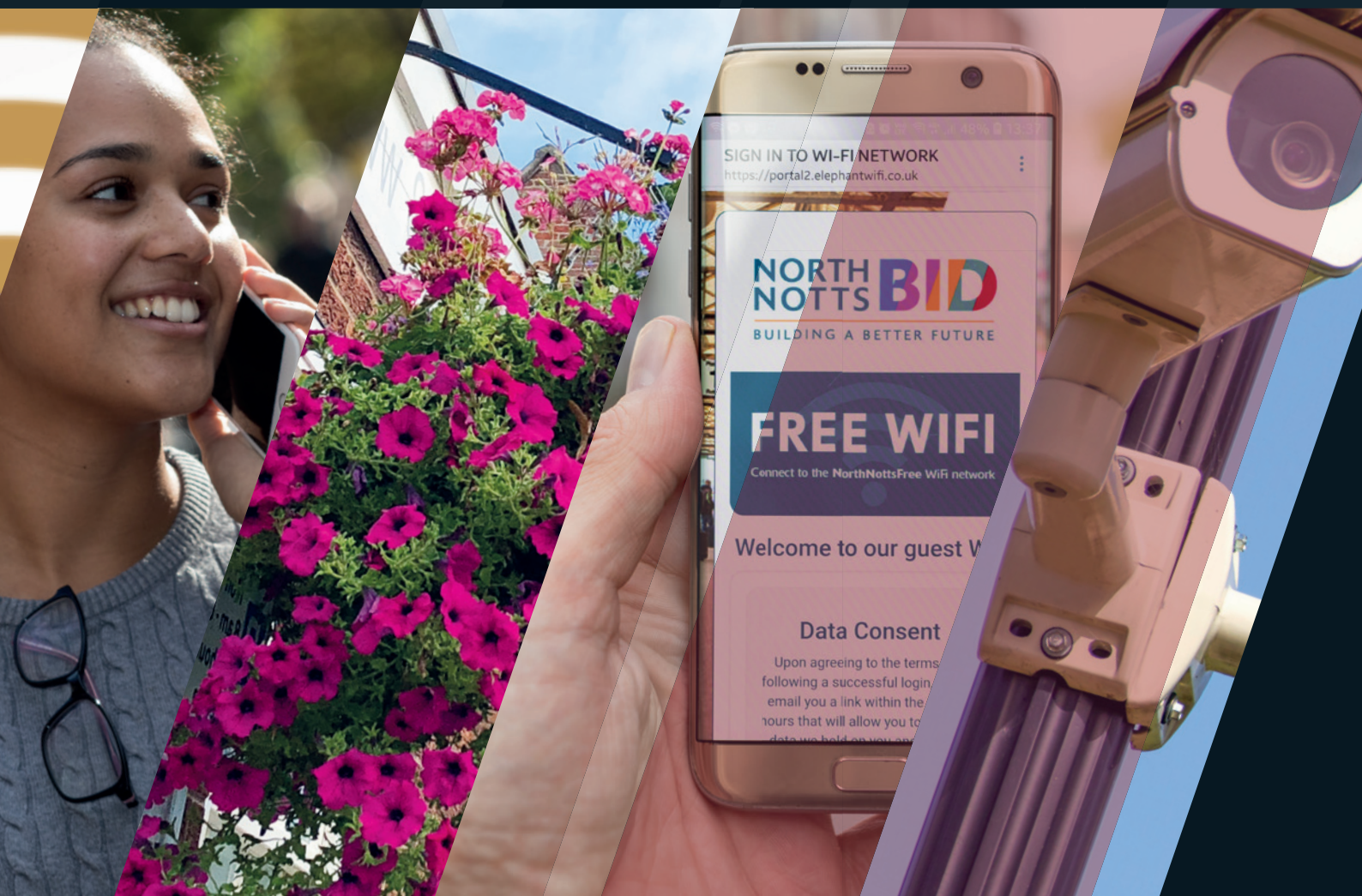
• **Schools Projects**
Working with secondary schools/academies in the area to engage students and outline career opportunities within the area

• **Skills Board**
Work with Bassetlaw District Council and the North Notts Place Board to bring together local employers to form a Skills Board for the area

• **Business Showcase Event**
Working with East Midlands Chamber and other local networking groups, arrange an event to showcase businesses within North Notts

• **CCTV and Automatic Number Plate Recognition**
To help enhance security in the industrial and rural business areas.





Not a BID levy payer? Then why not join as a voluntary BID member to access the benefits?

For more information contact:
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or visit www.northnottsbid.co.uk

Tel: 01777 861601

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