

# BID Huntingdon Summary of Annual Report 2017 - 2018



## BID Huntingdon



The 2017-2022 Business Plan, which can be found at [www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk), details three project areas; Enhance, Promote and Support Huntingdon.

This summary of the Annual Report details the achievements for 2017 - 2018.

### Timeline of events and projects 2017

- |                 |   |
|-----------------|---|
| <b>October</b>  | Chilli Fiesta<br>Italian Food Market<br>Monthly Email Newsletter introduced                         |
| <b>November</b> | Christmas lights sponsorship<br>Late Night Thursday Shopping<br>Christmas Marketing and Competition |
| <b>December</b> | FREE after 3pm parking<br>Late Night Thursday Shopping<br>Christmas Marketing and Competition       |

### 2018

- |                  |  |
|------------------|--|
| <b>March</b>     | Bunting in town centre<br>LIVE magazine Mar/Apr/May<br>Spring competition                        |
| <b>April</b>     | FREE First Aid training  |
| <b>May</b>       | FREE First Aid training<br>Chilli Fiesta   |
| <b>June</b>      | Food & Drink Festival<br>Sandwich Competition<br>LIVE magazine Jun/Jul/Aug<br>Summer competition |
| <b>July</b>      | Family Fun Day   |
| <b>August</b>    | Launch Loyalty/Offers App - LoyalFree  |
| <b>September</b> | LIVE magazine Sep/Oct/Nov<br>Autumn competition<br>International Food & Gift Market              |

### BID Huntingdon

BID Huntingdon is an independent, not-for-profit company controlled by the private sector. The Board of Directors consists of up to 20 volunteers who are elected from a cross-section of businesses. They run the BID and are responsible for delivery of the projects.

The BID is funded by a levy of 1.5% of the rateable value of each eligible business (those with a rateable value over £5000)

in the BID area (see map below).

The total income for BID Huntingdon, 2017-2018 was £167,595 which included £10,175 from projects, events and promotional space.

Financial information can be found on page 4 of this report and in the Annual Report and Financial Statements for the year ending 30 September 2018.

Map showing the BID area



[www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk)

# Project 1 ENHANCE Huntingdon

## Town Rangers

Since January 2013, the Town Rangers have been working within the town making a significant difference in the BID area. This has been a successful project and the Rangers are an important part of the day to day running of the town.

The Rangers cover the hours of 09.00 to 17.00 Monday to Saturday and are now an established part of the wider town team with the Police, CCTV, HBAC, store security and the businesses.

Each Ranger undergoes several weeks of training covering licensing laws, health & safety and reporting procedures. Add to that dealing with first aid incidents and there's more to our Rangers than you think.



The Rangers are the 'friendly face' of Huntingdon and offer help and advice to its many visitors; from giving directions and helping people find their cars, administering first aid to re-uniting lost children with anxious parents.

## Examples of incidents logged by Town Rangers October 2017 to September 2018

Graffiti / fly poster / trolley removal	1521
Lost children / vulnerable adults	23
Shoplifting	412
Tourist information / directions	1346
Litter / fly tipping	119
Rough Sleepers	27
Anti-social behaviour	167
First Aid	55
Business visits	3593
Delivery of material for businesses	232

## Huntingdonshire Business Against Crime (HBAC)

Huntingdonshire Business Against Crime, established in 2004, aims to 'Reduce members' losses and thereby contribute to the economic viability and prosperity of the area'.

BID Huntingdon supported over 70 businesses by offering FREE membership to the HBAC scheme with the aim of making Huntingdon a safer place.



## Bunting

Red, white and blue bunting, installed in March, decorated the town throughout the summer adding a vibrant feel to the town centre.



# Project 2 PROMOTE Huntingdon

## LIVE Magazine

Now published quarterly, the magazine is used to promote a variety of local information including business updates, promotions, events, developments, social media, Huntingdon First website, promotion of independent businesses, competitions and local news. LIVE magazine is distributed to 20,000 homes in and around Huntingdon; there is also a digital version on the website.



## Email Newsletter

In October 2017 a monthly email newsletter was introduced packed full of Huntingdon news, events and offers.



A newsletter sign up page has been added to the website and the number of subscribers is growing. There are now over 263 subscribers with an average open rate of 36%.

## Huntingdon First Website / Facebook [www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk)

Visitors to Huntingdon now use Huntingdon First's website as one of the first ports of call to find information on Huntingdon businesses, events, offers and news. The Facebook page has grown with 'Likes' and now achieves a good 'reach' (number of people seeing posts) and increased 'shares'. The page is used to promote and share business offers, BID Huntingdon events, local business events, town developments and news. Please 'Like' our page and link it to your business Facebook page.



## Chilli Fiesta

Due to its popularity Chilli Fest UK visited again in October 2017 and May 2018.



## Christmas Lights 2017

Installation of the lights are jointly funded by BID Huntingdon, Huntingdon Town Council and Churchmanor Estates and 2017 saw the introduction of a new improved lighting scheme.



## Christmas Late Night Shopping

A number of businesses took part in Thursday late night shopping throughout December. This was widely promoted in a number of ways including advertising in the Hunts Post. Posters and signs were displayed throughout the town centre and flyers handed to members of the public in the lead up to Christmas plus the use of social media and website news articles.

## Huntingdon Food & Drink Festival & Sandwich Competition

A joint project with Huntingdon Town Council took place on the Market Square for two days in June. There was a range of food and drink stalls along with free face



painting on Saturday. A Sandwich Competition took place in the Town Hall on Friday when local schools, businesses and charities presented sandwich creations judged by a culinary panel. BID Huntingdon won an award for the BID Bagel.

## Summer Family Fun Day

This took place on Saturday 28 July in the Market Square, proving to be one of the most successful events to date with footfall increasing by 43% on the previous Saturday. Most activities were free or highly subsidised. The event was so popular another is planned for next year.



## International Food & Gift Market

This market visited Huntingdon for four days in September. There were various food stalls from



Europe and beyond specialising in native foods and products along with a Spanish beer and wine bar. An increase in footfall was seen across all four days.



## Parking Offers

FREE after 3pm Christmas parking in December 2017 was widely promoted throughout the town centre. Signs and banners were erected in strategic areas around the town centre. This increased footfall after 3pm on weekdays in December 2017 by 20.5 %.

## Town Maps and Guide to Shops & Services

The folded pocket size town centre map, which incorporates the car parking options and guide to shops and services in one easy to read map, is available from various outlets in the town centre and from any of the Town Rangers and also available at [www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk). There are also nine wall-mounted Guide to Shops and Services signs in and around the town centre, including signs at the Railway Station and Bus Station.



# Project 3 SUPPORT Huntingdon

Supporting all businesses in the BID area is one of the primary objectives of BID Huntingdon and this takes a variety of forms. Many of the initiatives are free to BID businesses.



use this space for free and the space is also used to generate income from third parties, bringing colour and movement to the streets.

## 'Springboard' Footfall Counter

Since 2014 a 24/7 footfall counter has been installed in the High Street. A detailed report is received weekly and monthly showing daily statistics and information; even the weather. Footfall reports are available by email and on Huntingdon First website: [www.huntingdonfirst.co.uk/bid-huntingdon/what-do-we-do/business-support/footfall-information](http://www.huntingdonfirst.co.uk/bid-huntingdon/what-do-we-do/business-support/footfall-information)

## FREE Training

FREE 'Emergency First Aid at Work' training courses held in April and May were well attended. Twenty four more businesses are now first aid trained.

important news about BID Huntingdon-organised events and is directed at helping businesses to understand how the BID Huntingdon team can assist in various areas such as First Aid, social media training and events. Information on a variety of business-related topics are included, such as how to contact the Rangers. It is distributed to all businesses with an email address and a hard copy is provided to those businesses with no email address.

## FREE Delivery of Promotional Material

Throughout the year, flyers and promotional material have been delivered for BID Huntingdon businesses by the Town Rangers. Flyers are also distributed for businesses throughout the year to shoppers and visitors.

## FREE Promotional Space

If you would like to use this space to promote your business, please contact the BID office. BID Huntingdon businesses can

## LoyalFree App

Visitors and businesses in Huntingdon can now enjoy a free App to download and find

savings and offers throughout

the town. Launched in August 2018, the LoyalFree App offers free advertising for all businesses as well as helping to promote businesses by listing their offers and loyalty schemes with the aim of boosting footfall in the town. The App is FREE to BID businesses and usually costs £40 + VAT per month.

## Business Email Newsletter

A regular email newsletter was introduced in September 2018 to replace the print version 'News For You'. It features

# BID Huntingdon Company Information

BID Huntingdon is an independent, not-for profit company, with a board of up to 20 Directors elected from businesses and responsible for delivery of the projects detailed in the 2017 – 2022 Business Plan



## BID Huntingdon Directors 2017 - 2018

Jon Kerby	Chairman	Cambridge Interiors
Graham Campbell	Vice Chairman	Co-opted
Leon Beards		Churchmanor Estates plc
Rebecca Britton		Urban & Civic
Representative		Luminus Group Ltd
Steve Cox		Premier Travel
Rodney Galbraith		Chequers Shoes
Daniel Mansfield		Hunts Post
Celia Barden		Shopmobility
Debra Wiltshire		Vision Express
Tony Rawson		Music Street
Keith Hewitt		Deavesons
Nick Gellatley		Kingfisher Funerals
Clr Tom Sanderson		Cambridgeshire County Council
Clr Patrick Kadewere		Huntingdonshire District Council
Clr Chris Doyle		Huntingdon Town Council
Tony Ogle		The Victoria (resigned)
Jeffrey Young		Wilko (resigned)
Clr Brett Morrell		Huntingdon Town Council (resigned)
Clr Stephen Cawley		Huntingdonshire District Council (resigned)
Nicola Jarmaine		Kingfisher Funerals (resigned)
Amit Lodhia		Jayes Newsagents (resigned)

## Financial Summary 2017 - 2018

<b>Income</b>	
BID Levy Contributions	£157,420
Other income (including promotional space)	£ 10,175
<b>Total</b>	<b>£167,595</b>
<b>Expenditure</b>	<b>£157,539</b>

Full details of the end of year financial accounts are available at [www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk)

## BID Team 2017-2018

Sue Wing	BID Manager
Jeannette Rowden	Administrator
Michael	Town Ranger
Julie	Town Ranger
Bryony Barton-Carroll	Marketing Consultant
Mark Ellis	Company Secretary

If you would like more information about the projects that BID Huntingdon is undertaking, please see 'The Next Five Years' Business Plan at [www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk) or for ways in which you could get involved, please contact the BID team:

BID Huntingdon, 23a Chequers Court,  
Huntingdon, PE29 3LZ Tel: 01480 450250

**Website:** [www.huntingdonfirst.co.uk](http://www.huntingdonfirst.co.uk)  
**Email:** [info@bidhuntingdon.co.uk](mailto:info@bidhuntingdon.co.uk)



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