

BID Huntingdon Summary of Annual Report 2018 - 2019



Huntingdon First
A BID Huntingdon brand



The 2017-2022 Business Plan, which can be found at www.huntingdonfirst.co.uk, details three project areas; Enhance, Promote, Support Huntingdon.

This summary of the Annual Report details the achievements for 2018 – 2019.

Timeline of events and projects 2018

Oct LoyalFree App Promotion –
FREE canvas bags distributed
Guide to Shops & Services
pocket map
Email Newsletter

Nov/Dec Christmas lights sponsorship
FREE after 3pm parking
LIVE magazine
Winter competition
Email Newsletter

2019
Jan/Feb Guide to Shops & Services
Wall maps installed
Email Newsletter

Mar Bunting in town centre
FREE First Aid training
Town Ranger retired
Town Ranger recruited
Email Newsletter

Apr LIVE magazine
Spring competition
LoyalFree App –
Tours & Trail feature added
Email Newsletter

May Chilli Fiesta
Introduction of Huntingdon
Postcards
Sponsorship for Huntingdon In
Bloom

Jun FREE First Aid training
Food, Drink & Craft Market
Summer competition
LoyalFree App Promotion –
FREE canvas bags distributed
Email Newsletter

July/Aug Family Fun Day
LIVE magazine
Autumn competition
Email Newsletter

Sept Emergency Services Day
Competition
LoyalFree App Promotion
FREE canvas bags distributed
Town Ranger resigned
Email Newsletter

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 2018-2019 was £167,766, which included £6,222 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 2019.

Map showing the BID area



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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.

As the 'friendly face' of Huntingdon, they 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.



BID Town Rangers Paul, Michael and Julie

Incidents logged by Town Rangers October 2018 to September 2019

Graffiti / fly poster / trolley removal	1535
Lost children / vulnerable adults	37
Shoplifting	383
Tourist information / directions	1413
Litter / fly tipping	139
Highway faults/ trip hazards	96
Rough sleepers	54
Anti-social behaviour	185
First Aid	49
Business visits	4352
Delivery of material for businesses	368

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

Rainbow bunting, installed in March, decorated the town throughout the summer adding a vibrant feel to the town centre.



Project 2 PROMOTE Huntingdon

LIVE Magazine

Published every four months, 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.

Huntingdon First Website / Facebook 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.



Email Newsletter

A monthly email newsletter is sent to all subscribers. It is full of Huntingdon news, events and offers. There is a newsletter sign up page on the website and the number of subscribers is growing. There are now over 310 subscribers with an average open rate of 32%.





Huntingdon Postcards

Postcards depicting well known sights in Huntingdon were produced and are available in strategic locations for sale by donation.

Chilli Fiesta

Due to its popularity Chilli Fest UK visited again in May 2019.

Christmas Lights 2018

Installation of the lights are jointly funded by BID Huntingdon, Huntingdon Town Council and Churchmanor Estates and 2018 saw the introduction of an improved lighting scheme.



Huntingdon Food, Drink & Craft Market

Following on from the Food & Drink Festival in 2018 this was expanded in 2019 to include crafts. A joint project with Huntingdon Town Council, which took place on the Market Square, Friday 14 and Saturday 15 June. There was a range of food, drink and craft stalls along with free face painting and balloon modelling on Saturday.



Summer Family Fun Day

By far the most successful event of 2018 when Huntingdon First hosted another Family Fun Day on Saturday 27 July in the Market Square. Unfortunately, this year there was torrential rain, however, the event was still well attended and fun was had by all. Most activities were free or highly subsidised. Activities included a climbing wall, bumper cars, bungee trampolines and the popular face painter and Dave the Balloon man. The event was so popular another is planned for next year.



Emergency Services Day

Emergency Services Day took place on the Market Square on Saturday 7 September and was a resounding success!



Bringing a real buzz to the town were the Police, Ambulance, Fire Service and Magpas, who made everyone feel welcome and encouraged visitors to take a close

look at the vehicles whilst learning about all the equipment with a chance for photo opportunities sitting in police cars or wagons wearing an ensemble of police hats and handcuffs. Various sirens sounded, all of which brought a great atmosphere to the Market Square.

There was also free face painting and balloons and BID Bear made an appearance and even had a go at administering CPR.

A £50 voucher was up for grabs with the winner able to spend it in a Huntingdon business of their choice.

Parking Offers

FREE after 3pm Christmas parking in December 2018 was widely promoted



with signs and banners erected in strategic areas throughout the town centre. This increased footfall after 3pm on weekdays in December 2018 by 30%.

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. 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



LoyalFree App

The App is FREE to BID businesses (usually £40 + VAT per month) and offers free advertising and promotion of businesses by listing their offers and loyalty schemes with the aim of boosting their footfall and that of the town. Each business with a listing on the App has a profile that links to their website, Facebook, Twitter or Instagram and also Google maps.

April 2019 saw the introduction of a 'Tours and Trails' feature. Currently there are four trails; Real Ale and Cider, Coffee and Lunch, Hair and Beauty and Dog Friendly Places; this is another tool to highlight our businesses with direct links through to their current offers.



Business Email Newsletter

A regular email newsletter is distributed to all businesses featuring important news about BID Huntingdon-organised events and how the BID Huntingdon team can assist in various areas such as first aid and social media training, rental of promotional space and information on a variety of business-related topics.

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 the space for FREE in St Germain Walk to promote your business please contact the BID office.

'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 even the weather. Weekly footfall reports are available from the BID office by email and monthly reports can be viewed on the Huntingdon First website.

FREE Training

FREE 'Emergency First Aid at Work' training courses held in April and June were well attended.

Twenty four more businesses are now first aid trained.

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 2018 - 2019

Bill Hensley	Chairman	HCRfm
Graham Campbell	Vice Chairman	Co-opted
Jon Kerby		Cambridge Interiors
Emma Proctor-King		Churchmanor Estates plc
Rebecca Britton		Urban & Civic
Representative		Chorus Homes
Steve Cox		Premier Travel
Rodney Galbraith		Chequers Shoes
Celia Barden		Shopmobility
Tony Rawson		Music Street
Keith Hewitt		Deavesons
Julian de Havilland		The Barbers Den
Flaviu Luca		The Carphone Warehouse
Rob Lambeth		Cromwell Bar & Restaurant
Clr Tom Sanderson		Cambridgeshire County Council
Clr Patrick Kadewere		Huntingdonshire District Council
Clr Chris Doyle		Huntingdon Town Council
Leon Beards		Churchmanor Estates plc (resigned)
Daniel Mansfield		Hunts Post (resigned)
Debra Wiltshire		Vision Express (resigned)
Nick Gellatley		Kingfisher Funerals (resigned)
Paula Carr		Cambs Lock (Resigned)

Financial Summary 2018 - 2019

Income	
BID Levy Contributions	£161,544
Other income (including promotional space)	£ 6,222
Total	£167,766
Expenditure	£170,465
Full details of the end of year financial accounts are available at www.huntingdonfirst.co.uk	

BID Team 2018-2019

Sue Wing	Manager
Jeannette Rowden	Administrator
Paul Hill	Town Ranger
Bryony Barton-Carroll	Marketing Consultant
Mark Ellis	Company Secretary
Michael	Town Ranger (Retired)
Julie	Town Ranger (Resigned)

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 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

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