

BID Huntingdon Summary of Annual Report 2020 - 2021



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 2020 – 2021.

Timeline of events and projects 2020

- Oct** Halloween Trail Competition
HBAC Shop Safely Campaign
BID Chairman's Column in Hunts Post
Business Support – Covid-19 updates
- Nov/Dec** 5 Nov. National Lockdown Starts
2 Dec. National Lockdown Ends
Christmas Lights Sponsorship
Shop local promo for Christmas
Best Dressed Window Competition
Naughty Elf Trail Competition
Christmas Hamper Competition
Christmas Saturdays Entertainment
Business Support – Covid-19 updates
BID Chairman's Column in Hunts Post

2021

- Jan/Feb** 6 Jan. National Lockdown Starts
BID Chairman's Column in Hunts Post
Business Support – Covid-19 updates
- Mar** Business Support – Covid-19 updates
BID Chairman's Column in Hunts Post
Town Ranger Resigned
- Apr** 12 Apr. Retail & outdoor hospitality open
Bunting Installed
Town Ranger Recruitment
Business Support – Covid-19 updates
BID Chairman's Column in Hunts Post
- May** 17 May. Indoor hospitality opens
Business Support – Covid-19 updates
BID Chairman's Column in Hunts Post
- June** 21 Jun. All Covid Restrictions Lifted
Town Ranger Commences Employment
Flower Planters Installed
Business Support – Covid-19 updates
BID Chairman's Column in Hunts Post
- July** Free Family Fun Day
Summer Hamper Competition
BID Chairman's Column in Hunts Post
- Aug** BID Chairman's Column in Hunts Post
- Sept** BID Chairman's Column in Hunts Post
Trade Waste Discount Offer
Free First Aid Training Course

BID Huntingdon

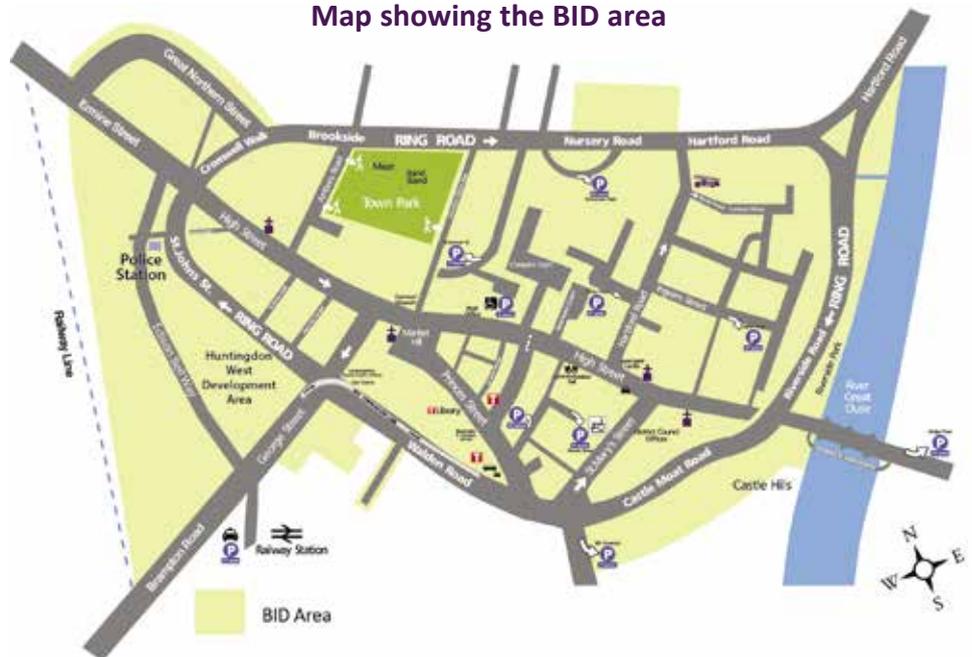
is an independent, not-for-profit company controlled by the private sector. The Board of Directors consists of up to 20 volunteers who are elected from a cross-section of businesses. They run the BID and are responsible for delivery of the projects.

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, 2020-2021 is £174,537 which included £1,875 from promotional space and £16,679 from Government COVID-19 grants and subsidies.

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 2021.

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 they are an important part of the day-to-day running of the town. Thanks go to all the Rangers for their commitment to the role when faced with a wide variety of significant challenges on the streets of Huntingdon.

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.

Examples of incidents logged by the Town Rangers - October 2020 to September 2021

Graffiti / fly poster / trolley removal	1034
Lost children / vulnerable adults	15
Shoplifting	213
Tourist information / directions	1146
Litter / fly tipping	97
Highway faults/trip hazards	57
Rough Sleepers	39
Anti-social behaviour	92
First Aid	27
Business visits	3057
Delivery of material for businesses	296

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 was installed in April and decorated the town throughout the summer adding a vibrant feel to the town centre.



Project 2 PROMOTE Huntingdon

Huntingdon First – A BID Huntingdon brand

Marketing Huntingdon as a destination has always been a key project for BID Huntingdon. The brand 'Huntingdon First' is used in marketing communications including the website, Facebook and Twitter, as well as for promotional events throughout the town.



Huntingdon First
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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.



Marketing and PR

Regular press releases were issued throughout the year on a variety of topics, which achieved a 92% uptake in local press. Coupled with regular articles, adverts in the Hunts Post and interviews with BBC Radio Cambridgeshire have all helped to promote Huntingdon.



As businesses re-opened following the Covid-19 lockdowns BID Huntingdon worked with Huntingdonshire District Council and other partner agencies in Reopening Huntingdonshire campaign. Combined efforts resulted in a media campaign to promote the High Street and the Shop Local/Eat Local message.



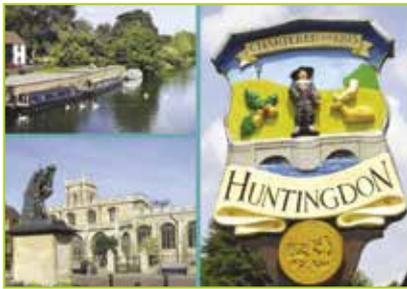
Huntingdon First Website / Facebook

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 all things Huntingdon. Since its launch in July 2013, the website has grown with the content being regularly updated to include offers, news, events, history and a comprehensive town centre business directory, which is an extremely popular function and beneficial to businesses and visitors and of particular benefit providing up to date business information and opening times during Covid-19.



Huntingdon Postcards



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

Halloween Trail

During October half term week a Halloween themed trail included 12 local businesses and encouraged participants to visit various parts of the town. The winner received £50 to spend in a Huntingdon Independent business and a bonus pot of treats.



Christmas Lights 2020

Installation of the Christmas lights are jointly funded by BID Huntingdon, Huntingdon Town Council and Churchmanor Estates.



Christmas Saturdays 2020



On the three Saturdays leading up to Christmas Huntingdon First arranged additional activities to create some festive cheer. In addition a Naughty Elf trail and a Christmas Hamper competition took place. The hamper contained everything for Christmas, from gifts to treats, all bought from Huntingdon stores proving that you can shop local for Christmas.

Best Dressed Window Competition

Throughout December Huntingdon businesses participated in a best dressed Christmas window competition judged by a team of three including the Mayor. First, second and third prizes totalling £600 were awarded to a deserving charity of the prize-winners choice.



Summer family Fun Day

By far out most successful event; Huntingdon First hosted another Family Fun Day on Saturday 31 July. Working with HDC we secured additional funding through one of the Government backed schemes to welcome people back to the High Street enabling all the rides to be free. A circus themed elephant stilt walker added a great atmosphere to the day.



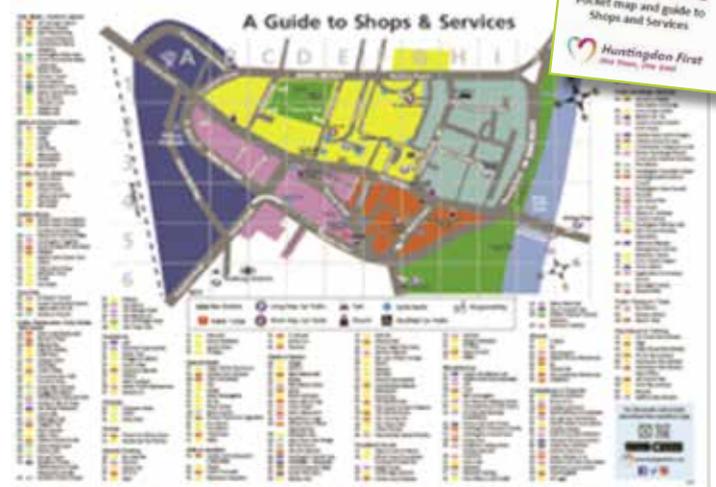
Summer Hamper Competition

In the lead up to the Family Fun Day We held a Summer Hamper competition – proving that everything needed for a fun filled summer could be purchased in Huntingdon town centre.



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

Commercial Waste Discount Offer

An exclusive deal negotiated with HDC offers all BID businesses a 10% discount on all fees in the first year.

The offer includes general waste, recycling and food waste collections in a range of different sized bins.

HDC are committed

to keeping costs as low as possible to support local businesses through financial recovery from Covid-19 and to help long term affordability and sustainability.



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, social media training, rental of promotional space and information on a variety of business-related topics.



FREE Delivery of Promotional Material within the BID area

Throughout the year, flyers and promotional material have been distributed for BID Huntingdon businesses by the Town Rangers to other town centre businesses and also handed out to shoppers and visitors.



FREE Promotional Space

If you would like to use this space 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. Weekly footfall reports are available by email and monthly reports can be viewed on the Huntingdon First website:

FREE Training

A FREE 'Emergency First Aid at Work' training course held in September 2021 was well attended. Twelve more businesses are now first aid trained. Another course is scheduled for October 2021.



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 2020 - 2021

Emma Proctor-King	Chair	Churchmanor Estates
William Hensley	Vice Chair	HCRfm
Jon Kerby		Cambridge Interiors
Rebecca Britton		Urban & Civic
Representative		Chorus Homes
Steve Cox		Premier Travel
Celia Barden		Hunts Shopmobility
Tony Rawson		Music Street
Julian De Havilland		The Barbers Den
Sarah Hemingway		JD Wetherspoon – Sandford House
Clr Tom Sanderson		Cambridgeshire County Council
Clr Chris Doyle		Huntingdon Town Council
Clr Jonas King		Huntingdonshire District Council Appointed July 21
Carly Liston		Fortus Appointed Nov 20/Resigned Sep 21
Clr Patrick Kadewere		Huntingdonshire District Council Resigned July 21

Financial Summary 2020 - 2021

Income	
BID Levy Contributions	£155,983
Other income (including Gov grants & promotional space)	£18,554
Total	£174,537
Expenditure	
	£138,694

Full details of the end of year financial accounts are available at www.huntingdonfirst.co.uk

BID Team 2020 - 2021

Sue Wing	Manager
Jeannette Rowden	Administrator & Project Co-ordinator
Sharon	Town Ranger
Joanne	Town Ranger – Joined June 2021
Paul	Town Ranger – Resigned March 2021
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 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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