



NEWCASTLE UNDER LYME

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NEWCASTLE UNDER LYME

HIGHLIGHTS & ACHIEVEMENTS

2017



MESSAGE FROM THE CHAIRMAN



Hello and welcome to the annual Highlights and Achievements document for 2017/2018. This document has been prepared to set out the successes the BID has achieved in the past 12 months and the progress it has made towards the fulfilment of the BID business plan objectives to enhance the town and surrounding area.

The High Street economy continues to create a challenging and testing environment for retailers and professional services alike. Footfall is a key measure of the vibrancy of a town and it is very pleasing to know that as a direct result of the events and initiatives delivered by the BID, Newcastle-under-Lyme footfall is

bucking the overall national trend of decreasing footfall. Other significant projects that greatly contribute to encouraging visitations to Newcastle-under-Lyme relate to the immediate environment.

Purple Flag represents a standard of excellence in managing the evening and night time economy, thereby promoting safer and a more appealing environment. The work the BID has done in supporting Purple Flag has resulted in Newcastle-under-Lyme retaining this prestigious accreditation since it was awarded in November 2014.

Finally, I would like to acknowledge the huge effort and contribution made by all the voluntary members who act as directors on the BID Board as well as the voluntary members of the Management Group and various other forums. Their unwavering collective contribution has helped immensely in the delivery of the BID business plan. To that end, I would also like to extend an invitation to BID members to take an active involvement in the activities to help the BID become an even more effective enterprise.

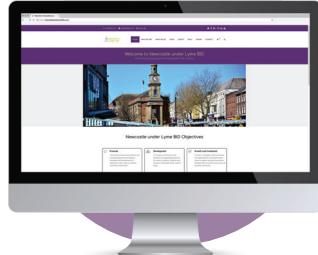
**Eddie Leligdowicz,
BID Chairman**



“I WOULD LIKE TO ACKNOWLEDGE THE HUGE EFFORT AND CONTRIBUTION MADE BY ALL THE VOLUNTARY MEMBERS WHO ACT AS DIRECTORS ON THE BID BOARD AS WELL AS THE VOLUNTARY MEMBERS OF THE MANAGEMENT GROUP AND VARIOUS OTHER FORUMS.”

OBJECTIVE ONE: PROMOTE NUL

To develop and promote the strengths and characteristics of Newcastle-under-Lyme as a vibrant university market town, and build awareness of its retail, leisure and professional service sectors and its college, locally and regionally.



Brand

We launched a new-look BID website, building on the creation of the BID brand in 2016.

Spreading the word...

- In-house marketing and PR campaigns, using social media and digital platforms, put Newcastle town centre in the spotlight.
- We funded a full-page feature in 'This is Staffordshire', a high-quality publication that is available at hotels and luxury serviced apartments across the county, as well as restaurants, bars, salons, spas and visitor centres. The feature focuses on Newcastle's culture, leisure and shopping offer and will be seen by hundreds of thousands of visitors to Staffordshire.
- 8,000 Night Time Economy Guides were produced and distributed to businesses in the town and surrounding residential area.
- We commissioned a Hitmix Radio campaign incorporating monthly airtime to promote all sectors of the BID plus the website. Specific adverts were created to support Christmas retail activity and large town centre events.
- Newcastle is a university town and we work hard to engage with students and to make sure they know what's on offer. We attended the Keele University Welcome Event to give away NUL tote bags featuring lots of free offers from town businesses.



+262 PAGE LIKES
an increase of 2.8%*



+540 PAGE LIKES
an increase of 10.8%*



Culture and leisure

Working with Appetite and Newcastle Borough Council, we secured £50,000 of funding from the Arts Council for two circus-themed Homecoming events.

We supported and contributed (through match funding) to the Midsummer Wakes event, NUL Food Festival and Christmas Lantern Parade.

Circus 250

We are playing a big part in celebrating Newcastle's links with Philip Astley, the founder of the modern circus. The Philip Astley Project, made possible by a National Lottery grant of £167,000 by the Heritage Lottery Fund, is designed to raise the profile of Newcastle-under-Lyme and to generate additional footfall and trade. The BID is among a group of project partners, including Newcastle-under-Lyme Borough Council and the New Vic Theatre, who worked on a huge range of events that will be taking place in 2018.

Professional services and training opportunities

We encourage business people in Newcastle to work together and continued to fund free monthly networking meetings for businesses within the BID area in 2017. Connects network meetings are held at King Street Studios on the third Wednesday of every month. The meetings, which start at 6.30pm, are ideal for businesses who are looking to collaborate and build partnerships.

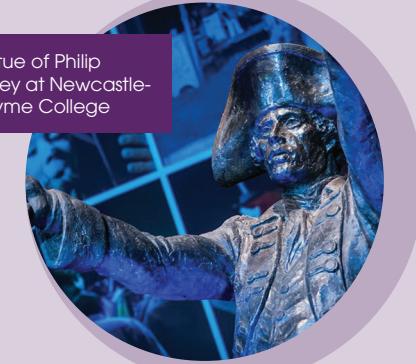
They also feature a guest speaker, generally either giving guidance on a useful business topic or using the time to spotlight events and regeneration opportunities in our area. The events are friendly and relaxed and there's plenty of time to chat and enjoy the buffet. To find out more, go to www.connectsnetwork.co.uk

We delivered six, fully funded training courses for levy payers in 2017, including social media, human resources and networking training. We have more training sessions planned for 2018 including First Aid, Food Hygiene and Customer Care – you will find information on these through our website – www.newcastleunderlymebid.co.uk

College and University

We are working closely with Newcastle College on the Astley Trail project, an important element in the Philip Astley celebrations. Which will feature 5/6 artworks done by College students depicting the life of Philip Astley. This project will be completed in May 2018.

Statue of Philip Astley at Newcastle-u-Lyme College



*Social media statistics April 2017 – January 2018

OBJECTIVE TWO: DEVELOP THE DISTINCTIVE NUL EXPERIENCE

To develop a distinctive, safe, attractive and appealing experience for visitors, students, residents and workers in Newcastle-under-Lyme to enjoy.

Christmas lights

The 2017 Christmas campaign was a huge success. Our festive events brought thousands of people into the town centre and led to great feedback from visitors. At a time when austerity has led to complaints of a lack of Christmas lights across the UK, Newcastle shone brightly.

The annual Christmas lights switch-on event was much praised, with one visitor commenting: "I've never missed a switch-on event in Newcastle and this was by far the best. There were so many people, and the atmosphere was great."

In 2017, we invested money into the town's festive lights scheme, resulting in festive lights for Bridge Street and Andrew Place. We plan to increase the lights scheme again for the 2018 festive period.



Events

Events play a crucial role in enhancing the town centre experience and making Newcastle a desirable destination for visitors. A programme of events in 2017, either funded, supported or operated by BID, helped to put Newcastle on the map. Highlights included:

- The 11th annual Newcastle-under-Lyme Jazz and Blues Festival and the Lymelight Festival – 20,000 Jazz and Blues Festival printed guides were produced.
- The Homecoming, a circus-themed extravaganza that brought new audiences into the town centre. BID and Appetite Arts won Arts Council funding to stage this hugely successful event, and it will be back in 2018 to mark the Philip Astley Circus 250 celebrations.



- Midsummer Wakes brought a carnival into the town centre, including a parade, music, workshops, a craft market and entertainment by Hitmix Radio.
- A food festival, Christmas lantern parade, Easter events and the We Stand Together with Manchester event.

Night-time economy

Newcastle town centre maintained its Purple Flag status. Like the Green Flag for parks, the Purple Flag reassures visitors that the night-time economy is managed to a high standard, which means they can expect an enjoyable – and safe – night out. The result comes from great partnership working between the BID, the Borough Council, Staffordshire Police and other agencies.

Ambassadors

Safety is a key priority within the BID, and our dedicated Ambassadors help to ensure a safe and welcoming town centre as part of their wider role. By working closely with partners, the Ambassadors continued to demonstrate a positive contribution to the community throughout 2017.

Our Ambassadors:

- now have Body Worn Cameras to assist in ASB issues
- have regular meetings with the local police for updates on persons of interest and the sharing of sensitive information and camera footage



TOTAL FOOTFALL IN 2017

2.5 MILLION

FOOTFALL IN THE TOWN HAS INCREASED OVERALL BY 17.6%

The vibrancy of businesses in the BID area, an exciting events programme and the attractive mix of leisure, retail and culture is bringing more and more people into town.

- part-funding of the Knutton Lane traffic island bee sculpture and landscaping
- BID-branded ground artwork in Queens Gardens
- fully-funded Italian herb garden adjacent to Pasta di Piazza
- renewal of planting at Berkeley Court and Sidmouth Avenue plus BID branded signage.

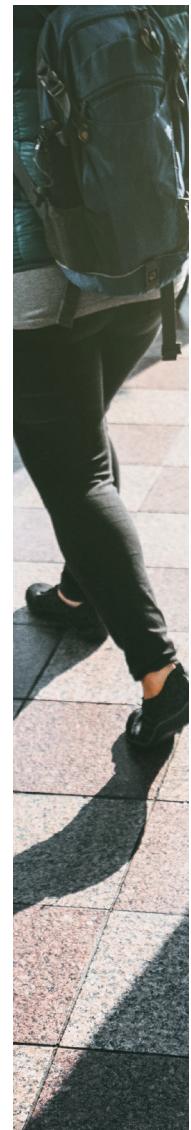
We also worked with artists to give a new, vibrant look to sites such as the Old Post Office, Pepper Street, and the former Poundstretcher store front in Bridge Street. Work on new sites will continue throughout 2018.

Access - pedestrian flow

We contributed to the Wayfinding project with the borough and county councils to improve access and wayfinding in and around the town.



OBJECTIVE THREE: GROWTH, DEVELOPMENT AND INVESTMENT



To build on the strengths of the businesses and organisations of Newcastle-under-Lyme, to support and promote growth, development, investment and a sense of business community.

Effective communication with businesses in the BID area is vital so that businesses understand the BID's objectives and the ongoing work to achieve them.

The BID team regularly communicates with the business community through various forums, including:

- a quarterly printed newsletter
- a fortnightly e-bulletin to businesses
- quarterly retailers' meetings
- six board meetings throughout the year and four management group meetings, with representatives spanning all levy-paying sectors.

Keeping the town spick and span

- Bridge Street subway, the main thoroughfare between the town centre and Newcastle College, was thoroughly cleaned.

Encouragement of investment to support the NUL vision

We continued to support regeneration developments across the BID area.

- New Civic Hub building - Castle House and subsequent works to improve the look and space at Queens Gardens.

- Maxim's site soon to open as The Belong Village.
- Blackburn House renovation - completed and now occupied by students.
- Proposed development of the former Metropolis / Savoy into further student accommodation.

Reduction of business overhead

- We engaged with Meercat Associates in 2017 to negotiate better rates on utilities for BID area businesses – launching in April 2018.

Development of skills for businesses

- We sponsored the Newcastle Business Boost Awards and The College Awards.

Monitoring the results

- We monitor footfall in the town regularly and share this information with businesses in the BID area.
- We collate and study retail index information across all sectors to guide our activities.



Building the BID area

- 27 new businesses opened in the BID levy area in 2017. A further five were in the process of relocating or moving here before January 2018.
- There was a 27% increase in footfall in 2017 within the town centre compared to the same period in 2016.
- 20 activities or events were funded, supported or delivered by the BID.
- 1.8 million – footfall in the town centre during the period January 2017 - August 2017.

Extra income generated

£25,000

Extra ACE monies levered in for delivery of projects by others using match funding from our £5,000.

£3,000

Voluntary contributions.

£6,000

Heritage Lottery funding for Astley themed projects.

£3,000

Free-of-charge advertising from local newspapers for our Christmas lights event.

Newcastle-under-Lyme BID Actual and Estimated accrued as of Dec 2017

Report prepared based on figures estimated on December 2017

Expenditure	Total (actual and committed future per objective)	Income	Income to date
Objective 1	£91,517	Levy	£238,787.58
Objective 2	£140,280	Other Income	£31,657.25
Objective 3	£19,243		
Central & Admin Overheads	£56,905		
Levy Collection Costs	£5,610		
Contingency	£0		

The additional spend in 2017-18 was covered by a carry forward of underspend in 2015-2017

VACANCY RATES

DECEMBER 2016

9.51% Vacancy Rate

DECEMBER 2017

13.8% Vacancy Rate

HOW TO PAY

Telephone

Payment may be made by debit or credit card by telephoning **01782 715500** at any time. Please select option 7 and ensure your card details are available. This automated system will issue you with a transaction number to confirm payment, which you should note for your own records.

Online

Log on to the Council's website at www.newcastle-staffs.gov.uk and follow the instructions. Payments are accepted by debit or credit card and you will be issued with a transaction number to confirm payment, which you should note for your own records.

Post

Addressed to Executive Director (Resources & Support Services), Civic Offices, Merrial Street, Newcastle, Staffs ST5 2AQ. Cheques should be crossed and made payable to: Newcastle-under-Lyme Borough Council and BIDS account number written on the reverse. Receipts will only be issued when accompanied by this account.

Bank Credit Transfer

Notify your bank of the amounts and dates of your payments. Allow five working days for payments to reach the Council's bank account. The Council's bankers are Lloyds Bank PLC, 114-116 Colmore Row, Birmingham, B3 3BD. Please quote the Council's bank account number 00747929, Sort Code 30-00-03 and your own BID account number shown on the front of the correspondence.



GET INVOLVED WITH YOUR BID

Your BID has a new team in place, led by a familiar and friendly face. Amy Williams became BID Manager in 2017, having previously worked as a BID support officer.

The two town ambassadors role is to focus on business engagement. Amy was joined in 2017 by Martin Chadwick, our new Business Relationship Officer. Martin's role is to promote business growth and work closely with business on the outer ring road and support professional services.

Please get in touch with Amy, by emailing amy.williams@nulbid.co.uk, or Martin, martin.chadwick@nulbid.co.uk

Business Improvement Districts are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Each business within the BID area with a rateable value of £3,000 or more pays a BID levy to contribute to the costs of

projects and activities undertaken by the BID*.

By working together, we can really make a difference. Here are just a few ways in which you can get involved with the BID:

- Keep up to date with the latest BID news and opportunities by reading the regular BID e-bulletin and following us on Facebook and Twitter;
- Attend BID working groups and events;
- Join the BID Board to monitor the effectiveness of BID activities help steer projects and ensure compliance with BID regulations;
- Look out for opportunities to quote for the supply of BID products and services.

*The BID levy criteria can be found in the BID Business Plan, available online at www.newcastleunderlymebid.com or from the BID office



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NEW VIC THEATRE



appetite



CONNECTS
NETWORK MEETINGS



b arts

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MULC
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AT-M Purple Flag™