



**NEWCASTLE  
UNDER LYME**

**B**USINESS **I**MPROVEMENT **D**ISTRICT



# NEWCASTLE UNDER LYME

HIGHLIGHTS & ACHIEVEMENTS

**2018**



# MESSAGE FROM THE CHAIRMAN



Hello and welcome to the annual Highlights and Achievements document for 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.

2018 saw the Newcastle-under-Lyme BID succeed in gaining the British BIDS Accreditation, this has provided reassurance to levy payers that the BID has effective governance in place and is accountable, transparent and trustworthy therefore giving confidence to businesses that their levy is in safe hands.

The BID were delighted to be crowned winner of the National BIDS Place Marketing award for 'The Homecoming' in 2018, an event which

is now well established on Newcastle's calendar and a proud example of partnership working with the local authority and other agencies.

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.

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 NEWCASTLE-UNDER-LYME

**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

Work is well under way on a brand-new BID website, which we'll be launching early in 2019 and using as a key part of our marketing efforts, both with visitors and BID area businesses. We also commissioned work with a BID area marketing company to further develop the BID brand.

### Spreading the word...

- We delivered in-house marketing and PR campaigns using social media and digital platforms to highlight the retail offer in Newcastle.
- New students at Keele University found out more about the town centre offering during freshers' week as we gave away hundreds of BID tote bags containing information and freebies from local businesses.
- Our Hitmix radio campaign – with a monthly airtime agreement – promoted all sectors to a large audience, particularly around our major town centre events. This was backed up by digital marketing and physical banners and posters to create targeted marketing campaigns.
- An email bulletin to BID area businesses was relaunched. Once a fortnight, businesses receive a newsletter with the latest news and information from the BID and relevant partners. A quarterly printed newsletter also went out to all BID businesses to keep them informed of our activities, events and campaigns, and we increased the number of physical meetings, from quarterly to bi-monthly.
- We worked with partners to implement and promote the Make It Count scheme.

### Retail and Health and Beauty

Our Love NuL Golden Ticket scheme saw thousands of pounds invested in BID area businesses through a series of weekly giveaways.

A BID Health and Beauty booklet put the spotlight on the large number of businesses in this sector in the BID area.

As well as the increased electronic communication, bi-monthly retailers' meetings gave businesses a chance to raise questions face-to-face and get involved in the BID.

We sponsored promotional videos for businesses at Berkeley Court.

We promoted NuL through a submission to the Great British High Streets competition, giving us important coverage on the competition website and social media.

### Culture and Leisure

£50,000 of Arts Council funding was secured for The Homecoming and The Homecoming By Night, the big celebration of circus in the town centre and one of the highlights of this year's Circus250 celebrations.

We supported and contributed (through match funding) to Newcastle Food Festival, The Homecoming and Lymelight Festival, and supported the first Bridge Street Motor Mania event and several Heritage Open Day events.

We also supported and contributed to The Philip Astley Project and other events in this year's Circus250 celebrations, which really put the town on the map as the heart of the national celebrations. We worked with Newcastle College to deliver a Philip Astley town trail, and led on The Homecoming By Night, as well as supporting NoFit State Circus's world premiere performance at Ryecroft, the V&A circus exhibition, events at the Brampton Museum, New Vic Theatre and more.

### Professional services

We funded monthly networking sessions held in the town to encourage local businesses to promote themselves and network with other business people.

A professional services directory put the spotlight on the large number of businesses in this sector and the huge range of specialist services they offer. As well as a directory of businesses, the guide also contained features from some businesses.

The first BID Business Day was held to promote professional services businesses, with workshops and networking opportunities.

We employed a temporary relationship officer to help us foster better links with professional services businesses.

### College and university

We worked with Newcastle College on the town centre Philip Astley Trail project and sponsored the college's annual awards.

We continued to strengthen our links with Keele University for student volunteering at BID events and projects.

+251  
FOLLOWERS



+337  
FOLLOWERS



# OBJECTIVE TWO: DEVELOP THE DISTINCTIVE NEWCASTLE-UNDER-LYME EXPERIENCE

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



TOTAL FOOTFALL IN 2018  
**3.4** MILLION

FOOTFALL IN THE TOWN HAS INCREASED OVERALL BY 29.6%  
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.

## Events

Our events programme encouraged people into the town centre and played an important role in promoting the town as a destination for leisure, culture and retail.

Our successful Christmas lights event kicked off the festive period for the town, and for the second year running we extended the lights scheme, this year into Fogg Street and Berkeley Court.

We delivered the 12th annual Newcastle Jazz and Blues Festival in May and supported that month's Lymelight Festival too, which brought almost 50,000 people into the town. Newcastle's reputation for town centre live music events continues to grow.

The Homecoming, in partnership with Appetite, brought the magic of circus - and thousands of visitors - into the heart of the town centre. We also staged an Easter Eggstravaganza and, for the first time, a Halloween event.

## Ambassadors

Our ambassadors played a hugely important role in engaging daily with BID businesses and working closely with partners to ensure the town centre is safe and welcoming.

They held regular meetings with the Local Policing Authority for updates on persons of interest and to share sensitive information and CCTV footage. They also attended monthly retail and Pub Watch meetings through PABCIS for information-sharing purposes. Ambassadors are now included in the StoreNet radio system, linking them with police and CCTV to assist in ASB issues.

All ambassadors received updated first aid and counter-terrorism training.

## CCTV monitoring volunteer scheme

We continued to provide ongoing support for the CCTV scheme and the service manager, and to work with Newcastle Borough Council on plans to update and enhance the CCTV system.

## Parking

Parking remains one of the key issues for BID area businesses.

We worked with the borough council to offer free parking after 12pm for the Christmas lights event, as well as a Free After Three scheme on Wednesdays in the run-up to Christmas to support late-night shopping and the evening economy. A flat-rate £1 charge after 3pm was also introduced on other days.

We will continue to work with the borough council to ensure the views of businesses are considered in the council's new 10-year parking strategy.



## 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.**

### Communications with businesses

There was a sustained, planned effort to keep businesses up to date with the work of the BID.

- We reintroduced a fortnightly email bulletin and produced quarterly print newsletters to reinforce key messages and campaigns.
- We also increased the number of retailers' meetings, from quarterly to bi-monthly, and introduced a Facebook group for BID area businesses.
- We held six board meetings throughout the year and eight management group meetings, with representatives spanning all levy-paying sectors.

### Smartening up vacant properties and derelict sites

- Bridge Street subway – the main thoroughfare between the town centre and Newcastle College – was cleaned up.
- We continue to support – through statements in the media and active support of planning applications – plans for regeneration activity across the BID area. And we keep businesses informed of this activity through our communications.
- There has been much activity to support. Castle House – the new civic hub – opened to the public, and there was subsequent works to improve Queen's Gardens.
- The Belong Village is set to open soon at the Maxim's site.
- The Blackburn House renovation was completed and is now occupied by students, and there is the proposed development of the former Metropolis/ Savoy into further student accommodation.

### Reduction of business overheads

We introduced a money-saving scheme for BID area businesses in partnership with Meercat Associates. The scheme delivers savings on a range of business and utility costs and so far has saved BID area businesses over £15,000.

### Development of skills for businesses

We sponsored this year's Business Boost Awards, which encourages creativity and entrepreneurial spirit in the local business community, and the Newcastle College Awards.

Six training courses were fully funded for BID businesses, including social media, first aid, human resources and HMRC's new Making Tax Digital changes.

### Monitoring the results

We continue to monitor footfall in the town and to share this information with businesses, as well as monitoring retail index information across all sectors.



For more information go to: [newcastleunderlymebid.co.uk](http://newcastleunderlymebid.co.uk)

### Extra income generated

CCTV partnership contribution to voluntary CCTV monitoring scheme from police and council.

**£25000**

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

**£30000**

Voluntary contributions.

**£6000**

Heritage Lottery funding for Astley themed projects.

**£3000**

Free of charge advertising from local newspapers of Christmas event.



### Newcastle-under-Lyme BID Actual and Estimated accrued as of Dec 2018

Report prepared based on figures estimated on December 2018

Expenditure	Total (actual and committed per objective for year 2018/19 as at Dec 2018)	Budget 2018/2019	Income	Income to date
Objective 1	£70,176	£80,376	Levy	£291,490
Objective 2	£178,229	£137,267	Other Income	£36,000
Objective 3	£63,047	£26,096	Total	£327,490
Central & Admin Overheads	£88,539	£70,842		
Levy Collection Costs		£8,000		
Contingency		£20,000		
Totals	£399,991	£342,581		

The overspend has been funded by use of accumulated underspend from previous years.

Overspend on objectives against budget was approved at Board and relates to 2017/2018



# VACANCY RATES

<b>DECEMBER 2016</b> 9.51% Vacancy Rate	<b>DECEMBER 2017</b> 13.8% Vacancy Rate
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## 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](http://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, Merril 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

Amy Williams became BID Manager in 2017, having previously worked as a BID support officer. Now into her second year as BID Manager Amy has successfully taken the BID through a nationally recognised accreditation process as well as undertaking and achieving a Certificate in BID Management herself. Amy was joined in 2018 by Kathryn Quinn who undertakes the BID Administration and Project Support.

The two town ambassadors, Sue Smith and Nick Colclough's role is to focus on business engagement which they continue to do on a daily basis.

Please get in touch with Amy, by emailing [amy.williams@nulbid.co.uk](mailto:amy.williams@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\*.

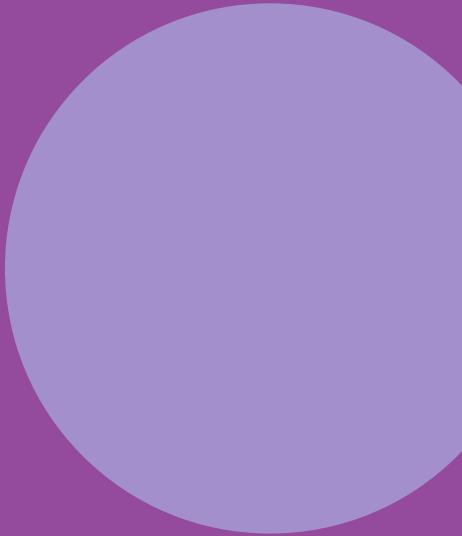
By working together, we can really make a difference. Here are just a few ways in which you can get involved with the BID:

- 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](http://www.newcastleunderlymebid.com) or from the BID office



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**NEWCASTLE  
UNDER LYME**

**B** BUSINESS **I** IMPROVEMENT **D** DISTRICT