



**NEWCASTLE  
UNDER LYME**

**B** BUSINESS **I**MPROVEMENT **D**ISTRICT

# NEWCASTLE UNDER LYME

HIGHLIGHTS & ACHIEVEMENTS **2019**



# MESSAGE FROM THE CHAIRMAN



Hello and welcome to the annual Highlights and Achievements document for 2019 produced by Newcastle under Lyme Business Improvement District to set out the successes of the BID over the past 12 months.

The projects and events carried out and supported by the BID are in line with the current objectives from the business plan, that were set out in October 2015 following a successful vote by businesses, and work towards enhancing the town and surrounding area. 2019 has been a successful year for Newcastle under Lyme. Several different funding opportunities were brought to the area, which included a successful £1.75 million Arts Council funding application allowing the Appetite programme to be expanded into Newcastle under Lyme over the next 4 years. Arts and culture now play an important role in towns and city centres creating an experience for visitors and increasing dwell times.

Newcastle was also successful in the Future High Streets fund and Town Deal which has brought initial funding through both streams to develop plans to bid for a substantial pot of money for the area in 2020.

The prestigious Purple Flag accreditation was awarded to Newcastle under Lyme for the fifth year in a row in 2019. The BID is delighted that Newcastle continues to surpass the standards of excellence in managing the evening and night-time economy.

One of the biggest achievements for 2019 was the agreement of the installation of a new state of the art CCTV system for the town centre. Through partnership working with the local authority and consultation with businesses the BID has agreed to fund half of the capital cost for the new system with Newcastle Borough Council funding the other half.

The new system will help towards combatting Anti-Social Behaviour issues we are currently faced with in the area and assure businesses and the wider community that we are taking steps to tackle the problem. The new system is set to be up and running by April 2020 and we look forward to seeing the benefits it brings to the town and surrounding area.

The current BID term comes to an end on 30th September 2020 and over the past 6 months we have been undertaking perception surveys and workshops to gauge topics that businesses and the local community would like to see highlighted in the next 5-year business plan. The High Street and its economy are rapidly changing and it continues to be a challenging time for local businesses and retailers.

The BID are committed to actively supporting business growth and investment for the area as well as highlighting the current retail and business offer in the town.

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 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**

## TOP LINE ACHIEVEMENTS

FOR  
2019

### A New Home for the BID

In early 2019 the BID moved into the first floor of the Guildhall in Newcastle under Lyme. This move has made the BID team more accessible to businesses as well as creating a meeting room space which the BID offer free to levy payers. The Guildhall is now back open to the public after a period of closure.

### Appetite Expansion

£1.75 million investment to come to Newcastle through the expansion. The new funding will enable the Appetite programme to expand into the borough of Newcastle-under-Lyme over a 4-year period beginning in October 2019. Newcastle under Lyme BID are delighted to be a partner of the consortium panel and are looking forward to seeing lots of exciting activity to increase footfall to the area.

### Purple Flag

The town centre has been granted the prestigious Purple Flag by the Association of Town and City Management (ATCM) for the fifth year in a row. Like the Green Flag award for parks, the Purple Flag award takes a hard look at the early-evening and night-time offer in towns and cities across the country. Areas assessed include the quality of bars, clubs, restaurants, cultural attractions and public buildings, as well as the efforts of organisations to create a safe and welcoming space.

### Town Centre CCTV Upgrade

Set to be installed and running by 1st April 2020 the new system will help to tackle crime and ASB in the area. The BID have made a substantial £40k contribution to the scheme following business consultation.

### NUL is where the Heart is

Newcastle in Bloom – which receives funding from Newcastle Business Improvement District (BID) to support its fantastic work – landed the top prize of gold for the 18th consecutive year in the Heart of England in Bloom awards. The competition is the regional element of Britain in Bloom, organised by the Royal Horticultural Society to encourage communities to improve their environment.



# OBJECTIVE 1 – 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.

+507 FOLLOWERS



+255 FOLLOWERS



## NEW WEBSITE

In early 2019 the BID launched a **brand-new website** which features details of events and BID projects as well as offering key information about the area.

BID area businesses can feature themselves on the website **free of charge** – check out the website now to see how we can help promote your business and the area.

**NEWCASTLEUNDERLYME.ORG**

For more information go to: [newcastleunderlyme.org](http://newcastleunderlyme.org)

# PROMOTION, PROMOTION, PROMOTION

During 2019 the BID used various ways to promote the area and businesses. We attended the Keele Welcome event and handed out over 800 bags of goodies and information about the town. We used in-house PR and marketing campaigns using our social media channels which included our **#LoveNUL** campaign, encouraging people to shop local and use their town for leisure time.

Monthly airtime with local radio station The Hitmix has seen 12 adverts a day played supporting the Retail, Professional Services and Leisure sectors.



WE CONTINUE TO PROMOTE EVENTS THROUGH BANNERS PLACED AT LOCATIONS WITH HIGH TRAFFIC, USE LEAFLETS FOR LOCAL BUSINESSES TO PROMOTE EVENTS AND PROJECTS, POP UP BANNERS AND WINDOW VINYLs TO IMPROVE THE LOOK OF VACANT PREMISES.”

An advert was produced for the 'Welcome to Staffordshire Guide' that was distributed to over 750 hotels and leisure destinations across Staffordshire and Cheshire.

Our Golden Ticket competition was a huge success in 2019. With 2000 entries we were able to give away £3500 worth of vouchers to BID area businesses.



@NewcastleBID   

## OBJECTIVE 2 – THE NEWCASTLE EXPERIENCE

### EVENTS – PUTTING NUL ON THE MAP!

In recent times events have been at the forefront of increasing footfall in towns and cities. The way leisure time is spent is changing and people are looking to visit places that provide an experience rather than a place to do their shopping.

2019 saw a huge calendar of events come to the town that were either delivered or supported by the BID, these included;

**EASTER EGGSTRAVANGZA**

**LYMELIGHT 2019**

**THE 14TH ANNUAL JAZZ AND BLUES FESTIVAL**

**QUEEN VICTORIA 200TH BIRTHDAY CELEBRATIONS**

**THE STAFFORDSHIRE CYCLING FESTIVAL**

**OUR FIRST OUTDOOR CINEMA EVENT**

**HALLOWEEN SPOOKTACULAR**

**CHRISTMAS LIGHTS EVENT AND TREE FESTIVAL**

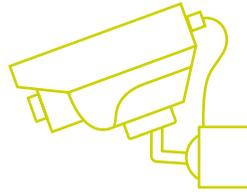
In addition to the above, thanks to match funding from the BID we were awarded £64,000 from Arts Council England to run The Homecoming event for 2019 and 2020!!



## CRIME & ASB

The BID Ambassadors continue to work with partners, the police and local authority to combat issues of anti-social behaviour in the town and during 2019 over 200 incidents of ASB were dealt with via the BID team. They continue to be part of the Storennet radio system to keep in touch with businesses on a daily basis.

### SUE AND NICKS PRIMARY ROLE CONTINUES TO BE **BUSINESS ENGAGEMENT**



The ambassadors are there as a source of information for businesses and you can book a visit from them or the BID Manager by calling the office on **01782 922712**.

In 2019 the BID agreed to fund **£40,000** towards a new state of the art CCTV system for the town. This will be implemented in April 2020 and will help to tackle the issues that face the area. The system will include **18 new cameras** and will be monitored from Stoke on Trent's CCTV centre.

The BID also part funded some new lighting for Market Lane in the town centre to increase safety in this area.

### PARKING



**3.3M**  
VISITS TO THE  
TOWN IN 2019

We continue to work with the local authority on their 10-year parking strategy. 2019 has seen several different parking offers introduced through consultation with NBC, these have included;

- **FREE** after 5pm every Wednesday through November and December.
- **£1 after 1pm** every day through November and December which is now continuing into 2020.
- Parking for the Christmas Lights event was **FREE after 10am**.

## OBJECTIVE 3 – GROWTH AND INVESTMENT

**Building 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.**

### COMMUNICATION IS KEY....

Throughout the year we use various forms of communication to ensure that businesses are kept up to date on BID projects and schemes they can get involved with.

These have included;

**QUARTERLY PRINTED NEWSLETTERS**

**BI-MONTHLY TRADERS' MEETINGS**

**FORTNIGHTLY E-BULLETINS TO BUSINESSES**

**REGULAR UPDATES ON BUSINESS ONLY SOCIAL MEDIA PAGE**



### FREE MEETING ROOM SPACE FOR ALL LEVY PAYERS

In early 2019 the BID team moved into a new office space on the first floor of the Guildhall in the centre of Newcastle under Lyme. This has proven to be a positive move for the BID allowing us to be more visible to the local community and to the BID levy payers.

The move has also allowed us to open a large meeting room which is FREE to use for all BID levy paying businesses – if you would like to make use of this resource please contact the office at [manager@nulbid.co.uk](mailto:manager@nulbid.co.uk) or call **01782 922712**.



## REDUCING YOUR BUSINESS OVERHEADS

During 2019 the BID funded 3 training sessions available to all levy payers, these included;

**EMERGENCY FIRST AID AT WORK**

**DEMENTIA FRIENDS**

**FOOD HYGIENE**

These training sessions were attended by a total of 50 BID levy payers. Do you think you or your business could benefit from some training? Get in touch – we could help with this. Contact [manager@nulbid.co.uk](mailto:manager@nulbid.co.uk) or call the office on **01782 922712**.



### HOW COULD NETWORKING BENEFIT YOUR BUSINESS?

**Networking** is about interacting with people and engaging them for mutual benefit. It can **help** you establish a new **business** or grow an existing one. You can also use **networking** as a tool for finding investors, customers, staff, suppliers and **business** partners with minimal cost to your **business**.

The Newcastle under Lyme Business Improvement District funds a monthly networking meeting that is **FREE** to all BID levy payers. It can be a great way to meet likeminded businesses and make links and connections that you wouldn't otherwise – all at no cost.

You can find more information on the Connects Networking website here - <http://www.connectsnetwork.co.uk/>



## VACANCY RATES

**DECEMBER 2016**      **DECEMBER 2017**  
**9.51%** Vacancy Rate    **13.8%** Vacancy Rate

## HOW TO PAY

### Telephone

Payment may be made by debit or credit card by telephoning the 24hr automated payment line on **0345 234 9977** 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.

### 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.



## A NEW BUSINESS PLAN

**On September 30th, 2020** the current BID term will end. In June this year we will be asking businesses within the BID area to vote on a new business plan which will shape the work of the BID over the next 5 years (2020-2025).

Since late 2019 the BID have been consulting with businesses and key stakeholders through a number of means such as survey visits, workshops and meetings. The results from these interactions have been collated and presented to the Working Groups and Steering Group which are made up of businesses from all sectors. The Working Groups are helping to shape the projects and activities that will form the new business plan and we encourage any businesses to get involved in one of these groups which oversee one of the 4 new objectives that will be part of the new business plan.

The objectives are:

- 1. ASB & CRIME**
- 2. CREATE AN ATTRACTIVE AND WELCOMING TOWN**
- 3. CELEBRATE ALL THAT IS GREAT ABOUT NEWCASTLE UNDER LYME**
- 4. SUPPORT BUSINESS GROWTH AND INVESTMENT**

These groups are open to any levy paying business. If you would like more information or are interested in joining one of the above groups please email [manager@nulbid.co.uk](mailto:manager@nulbid.co.uk) or call the office on **01782 922712**.

There are lots of ways you can get involved with your BID and by working together we can really make a difference and make Newcastle under Lyme a great place to **LIVE, WORK AND ENJOY.**

**VOTE YES**  
**IN 2020**

### Newcastle-under-Lyme BID Actual and Estimated accrued as of Dec 2019

Report prepared based on figures estimated on December 2019

Expenditure	Total (actual and committed at 31st Dec 19)	Budget	Income	Income to date (31st Dec 19)
Objective 1	£44,272.21	£80,376	Levy	£303,947.02
Objective 2	£194,667.50	£137,267	Other Income	£175,033,803
Objective 3	£17,563.83	£26,096	Total	£175,337,750
Central Admin	£34,932.95	£48,816		
Levy Collection Costs		£8,000		
Contingency		£20,000		
Totals	£291,436.49	£320,555		

\*Other income includes 1.75million grant from arts council england which the BID are providing additional funding towards



@NewcastleBID



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