



## YOUR NEW BID BUSINESS PLAN 2020-2025 - IS SHAPING UP



After 304 business visits, 178 surveys, 98 interviews, 5 workshops and feedback from businesses through breakfast meetings and representatives on the Steering Group, the business plan is now taking shape working towards finalising it in April and going to the ballot in June.

With a potential budget of more than £1.2 million over the next five years the businesses of Newcastle-under-Lyme will be able to spend it against the things which matter to them and exert influence on the spending of the Borough Council and the Police.

### EDDIE LELIGDOWICZ, CHAIR OF THE BID BOARD

*'This is a real opportunity for businesses in Newcastle to build on what we have achieved and start to create a reputation for being a town where businesses care about each other and the needs of the residents who live in and around the town.'*

## A NEW SENSE OF DIRECTION FOR NEWCASTLE



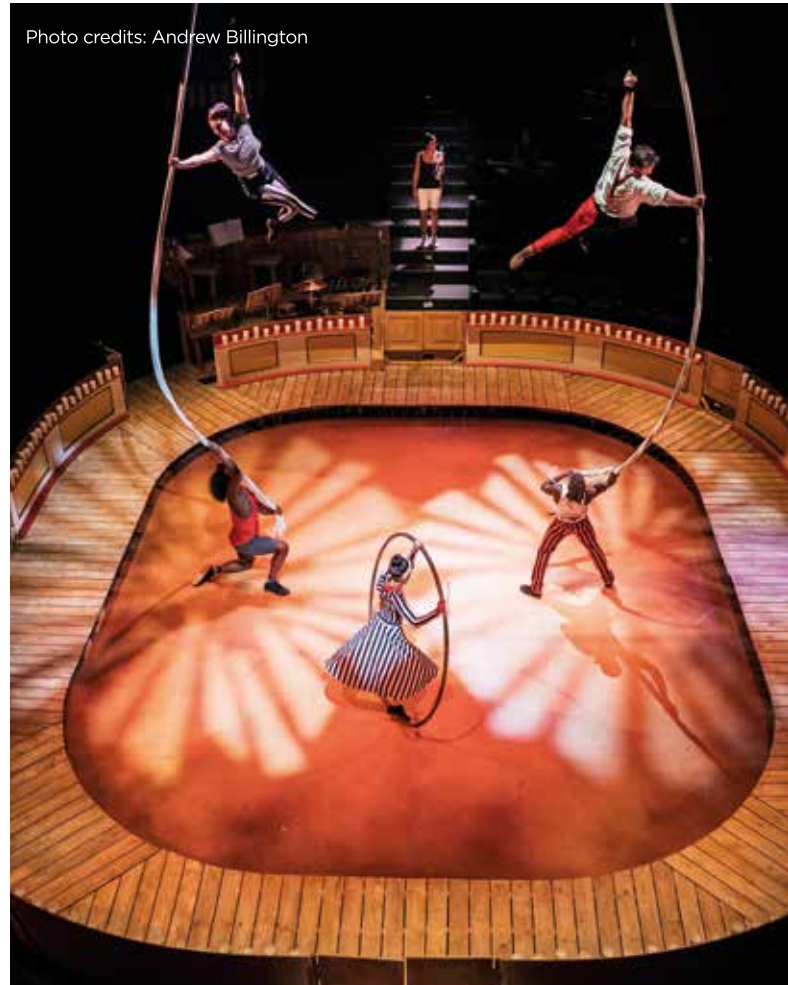
**83%** of businesses surveyed said that developing a sense of identity for the town would benefit them.

Eddie Leligdowicz, Chair of the BID Board said, 'In today's rapidly changing world we believe that the answer to Newcastle's identity is based on it serving its community of businesses, college, university and residents in an inclusive and sustainable way.

The Steering Group which represents a cross section of businesses both inside and outside the ring road of all shapes and sizes are agreed that the success of the town cannot simply rely upon the re-development of the Ryecroft, as it has a lot more to offer.

It is a relatively compact town where the businesses and organisations around the centre such as the College, the larger supermarkets, the Belong community, the office based businesses such as Aspire and Knights and even those a little further away such as the New Vic and Keele, all have a key role to play in the future of the town and its community.

Photo credits: Andrew Billington



# WORKING TOGETHER IS THE KEY TO SUCCESS

The BID aims to deliver real tangible benefit to businesses and knows that the best results have been achieved when there has been good communication and dialogue between the BID and the businesses.

As part of the renewal process there have been and will continue to be, a number of opportunities for businesses to express and make their views known. Throughout the surveys, workshops and meetings to date, a good number of views have been expressed about the way in which the BID currently operates and improvements the BID can make to give even more business benefit in the future. These views also help shape the preparation and the content of the next term business plan,

## The BID is there to represent and balance the needs of all businesses across Newcastle and ensure that it:

- Represents the collective voice of the businesses
- Communicates with businesses effectively
- Delivers value for money for the levy payers.
- Reviews priorities annually.
- Informs businesses of opportunities and involve them in determining projects and their delivery.
- Collaborates with key organisations and businesses
- Works to achieve the vision

**By working together we can always achieve more than we can on our own.**

## YOUR PRIORITIES



As a result of the surveys and feedback from businesses to date four objectives have been developed to address the challenges business face and provide opportunities for businesses to benefit from working together over the next five years.

**The four objectives are as follows:**

1. CREATE A SAFE AND WELCOMING TOWN.
2. CREATE AN ATTRACTIVE AND ACCESSIBLE TOWN.
3. CELEBRATE ALL THAT IS GREAT IN NEWCASTLE.
4. SUPPORT BUSINESS GROWTH AND INVESTMENT.



Photo credits: Andrew Billington

Photo credits: Clare Jennings

## THE NEW VIC

### WORKING WITH THE BID TO BRING IN MORE MONEY.



The New Vic Theatre is one of Newcastle-under-Lyme's greatest assets. A local organisation with a national reputation that is key to the cultural life of our area contributing to making our town a better place to live, work and do business. Over 180,000 people visited the New Vic in the last year alone, many visiting Newcastle-under-Lyme for the first time.

**Fiona Wallace, Managing Director of the New Vic said,** 'The theatre is looking forward to working with the BID over the next five years to make sure that every visitor knows about the great things available in our town, signposting visitors to what the town has to offer'.

'We will also work with the BID to bring more inward investment into the town.' Fiona continued. 'Investment in arts and culture has a direct impact on overall economic health of the town, creating jobs and increasing footfall and local spending. We employ over 115 people annually, most living locally. Recent work with the BID has demonstrated how we can bring money, into Newcastle, beating competition from other similar areas nationwide'.

Photo credits: David Hughes



## OBJECTIVE 1

### CREATE A SAFE AND WELCOMING TOWN

**More than 70% of businesses state that Begging, street drinking and anti-social behaviour issues are still poor or very poor in Newcastle and need addressing.** Discussion with businesses at recent workshops highlighted the lack of police response and the challenges the Ambassadors face in dealing with these issues.

To address these concerns the BID has announced an investment of £40,000 to upgrade of 18 CCTV cameras with the Council investing a further £40,000. These will be monitored 24/7 365 days of the year. The BID intends to work even more closely with the Police in the future to ensure that these current challenges are addressed.



## OBJECTIVE 2

### CREATE AN ATTRACTIVE AND ACCESSIBLE TOWN

**More than 90% of the businesses surveyed said that the events such as the Food and Drink Festival, Lyme Light and Christmas Light Switch-on should continue.** Without the BID of course, these events would simply not happen. Although it is recognised that an event in itself may not necessarily translate into increased sales for retailers on the day, they do raise the profile of the town and provide different opportunities for businesses to get involved.

The BID has been working closely with the New Vic Theatre, to secure a grant of £1,750,000 to bring in a new Arts project into the town. It is called Appetite and working together with the BID, other groups and people who live and work in Newcastle-under-Lyme, from Spring 2020 - 2023 the project will be developing a thrilling annual programme of arts activity. Business stand to gain from their involvement in this over the next four years.

## OBJECTIVE 3

### CELEBRATE ALL THAT IS GREAT IN NEWCASTLE

**Promotion and developing the sense of identity was one of the most important initiatives which would benefit them, according to 83% of businesses in the business survey.** The BID has been very active in promoting the best of Newcastle over the last four years and will build on this by changing perceptions and encouraging everyone to see the best of the town.

Over the last five years the BID has targeted local and regional audiences with thousands of printed Town Guides, Professional Services Directories, Health and Beauty Guides, Night Life Guides as well as events leaflets.

It has been active on social media with reaches of over 100,000 people, developed a new web site for the town and featured on radio and television.

Over the next five years the BID will develop the positive message even further attracting more businesses to establish here and attract everyone, young and old, those of all physical and mental ability to make the most of the great businesses and organisations in and around the town.

# OBJECTIVE 4

## SUPPORT BUSINESS GROWTH AND INVESTMENT

In the latest surveys nearly half of all businesses are anticipating moderate or significant growth over the next five years. Newcastle has some established businesses here which have to pay more to attract the right people simply because they would rather travel than live in the town. The BID will be working with businesses and organisations to attract and retain the best people to work and make their home in Newcastle.

The BID has been instrumental in supporting the Council in securing £150,000 to develop a business case to gain up to £25 million from the Future High Street Fund.

**Cllr Simon Tagg, Leader of Newcastle Council said,** *“When assessing applications for the Future High Streets Fund, the Government look for evidence of strong collaboration and partnership working. Our success in the Future High Streets bid was underpinned by the strength and depth of working relationships which exist in Newcastle between the BID, the Council and others. Without the BID our chances of securing this funding bidding to re-generate the town would have been limited. We will be working closely with the BID over the next five years to develop and deliver a new and exciting era for the town.”*

### TIMELINE FOR THE BID

#### NOVEMBER TO MARCH 2020

- Analysis of business feedback from visits, workshops and surveys
- Steering Group to consider feedback and draft framework of BID plan
- Finalise the BID plan for 2020 - 2025

#### APRIL TO MAY 2020

- Launch event for new Business plan
- Business plans to be mailed out to businesses
- Preparation of ballot by Council's Electoral Services
- National businesses to provide contact names and addresses for best person to receive the ballot paper

#### JUNE 2020

- Ballot papers to be mailed out to businesses – businesses to vote and return their paper
- Ballot papers to be received
- Result of ballot announced

### HOW WOULD YOU SPEND 1 MILLION POUNDS?

COME ALONG TO THE BID BUDGET WORKSHOP!

Workshops are being held to help finalise the main activities for the Newcastle BID business plan together with the budget and how much businesses will pay.

This is your opportunity to help finalise the plan which you will vote for in June. Please come along to either of the two workshops.

**THURSDAY 16TH JANUARY - 8:30AM**

At the Guildhall, Newcastle

**TUESDAY 21ST JANUARY - 5:30 PM**

At the Guildhall, Newcastle

Please let us know which event you would like to attend. All events are open to all businesses and are **free of charge**.

Telephone the BID Office on **Tel: 01782 922712** or email **manager@nulbid.co.uk**

### WOULD YOU LIKE TO KNOW MORE?

E: [manager@nulbid.co.uk](mailto:manager@nulbid.co.uk) / T: 01782 922712 / [newcastleunderlyme.org](http://newcastleunderlyme.org)



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