

Here is the latest news from the Taunton BID
(Business Improvement District) campaign



BID NEWSLETTER | EDITION 3 | JANUARY 2020

taunton BID

I hope by the time you read this you will have had the opportunity for a break over the festive period. I very much hope that with much effort by members of the Working Group and all involved, that 2020 is the year when we can bring our plans for a Taunton BID to fruition.

Based on all of the feedback we have had from our consultation events and surveys over recent months, I'm delighted to confirm that we will be sharing details of our Business Plan at an event on Wednesday 22nd January 2020. Save the date and more details below!

Thanks to everyone for your input so far on the plans for the BID and we hope to see you at the event later this month. In the meantime, below is a top level summary of our plans.



By **Colin Barrell** - Chairman
Taunton BID Working Group |
Taunton Chamber of Commerce
Executive member |
Owner, Mr Miles Tea Rooms

Wishing you a happy and prosperous New Year.



TAUNTON TOWN CENTRE
PROPOSED BID AREA

After many months of gathering ideas and opinions from town centre businesses, in small groups, individually, via email and questionnaire, the BID Working Group has tried to capture the priorities and aspirations that any BID for Taunton should deliver to make the town a more vibrant, attractive and successful destination for residents, customers, investors and all who work and do business here.

There will be a BID budget of about £280,000 per year. What follows is a summary, split into categories, of what you have told us you would like to deliver over the next 5 years.

The BID Plan will be available on the website and sent out to all voters after the Launch Event being held on 22nd January 2020.

We would really love to have your comments and feedback on the 22nd, so please RSVP to **Lucy Ball** at lucy@destinationmarketing.me

CREATE A VIBRANT TAUNTON - EVENTS AND ACTIVITIES

We know that the whole emphasis in towns and cities now has shifted to customer experience. The first priority from our discussions with you is about increasing customer numbers and making the whole of Taunton town centre a more inviting and vibrant place.

Over the 5 year lifetime of the BID we propose:

- To make sure that businesses are consulted and informed about any events taking place in the town centre so that they are organised to benefit business, not detract from it.
- Work with the Council to promote parking and transport concessions, at key events and times of the year, to counteract the appeal of free parking at out-of-town retail centres and online retail home delivery.
- Annually the BID will organise at least two high profile events, and a programme of smaller activities that will be inclusive across the whole BID area and for all business sectors, particularly bridging the gap between the day and night time economies.
- The BID will look to install big screens using the latest digital technology to relay big national, regional and BID events and to carry offers from our BID members.
- The BID will work with the Local Authority to have more control over Street Trading and markets to set the standard for presentation, quality management, fees and service to ensure that any Street Trading enhances the retail offer and does not conflict with the permanent offer.

“Having seen the significant benefits of having a business improvement district in Weston-super-Mare, where my business also operates, I’m delighted to see plans for a BID in Taunton.

Having recently taken East Street McDonalds, and as a long serving Vice Chair of the BID steering group in Weston, I recognise the positive impact a BID can have and so I wholeheartedly support the proposed plans for Taunton and very much look forward to being involved in supporting the town in future for the benefit of all.”

TIM LAMB - MANAGING DIRECTOR - LAMBTRAD LTD

LOOKING AFTER BUSINESS

As BID members, businesses in the town centre will have a unique opportunity to use their collective buying power and influence to reduce costs and make changes in how the town is managed.

Taunton BID will:

- Recruit a Board of Directors from BID members and employ a dedicated BID Manager to work on your behalf.
- Provide business with an opportunity to ensure their voices are heard in any decisions taken about developments or activities in the BID area.
- Provide a small grant fund for BID areas to access to support local initiatives.
- Work with utilities' brokers to negotiate better rates for insurance, energy, telecoms etc.
- Explore ways of working with Somerset Waste Partnership to reduce the costs of commercial/food waste collection.
- Provide business support training in First Aid, digital marketing, customer service skills etc.
- Work with First Bus to develop a scheme for discounted Park and Ride fares for BID members and their staff.
- Produce regular newsletters and meetings to tell you what is happening.

SHOUT OUT FOR TAUNTON

Taunton has to shout louder now than ever before to compete with Exeter, Bristol, Out of Town and online shopping.



- Taunton BID will develop a coordinated plan to market Taunton, using social media, a website and conventional media.
- The BID will be instrumental in developing and promoting Taunton's special identity as a vibrant attractive place to live and shop and work.
- Taunton is blessed with a strong, high quality, independent retail offer that gives Taunton its character. The BID will work with those businesses to promote them through introducing campaigns such as the successful, national 'Independents Day' campaign, special events, maps and guides to drive footfall to those special parts of the town.
- The BID will work with commercial property agents to compile a promotional pack for potential investors and a live list of premises available to match potential occupiers to premises.

MAKING TAUNTON SAFER AND MORE SECURE

Many of you were concerned about stock loss and security for your customers and your staff.

Taunton BID will:

- Work proactively with the Safer Somerset Business Partnership (SSBP) to reduce crime and antisocial behaviour in the town.
- Look to subsidise membership fees for BID members to encourage increased membership of the SSBP and the Disc Security Initiative. It will also look to fund radios where there are noticeable gaps in radio coverage through funding a small number of radios in strategic areas of the BID.
- Coordinate training for staff and managers in reporting theft and radio use.
- Encourage daytime businesses to extend their trading hours to 'bridge the gap' between the day and night-time economies; to reflect consumer lifestyles and improve security.
- In partnership with the Night Time Economy and the Council, the BID will seek to attain Purple Flag or Best Bar None status for the Night Time Economy.

IMPROVE THE LOOK AND FEEL OF TAUNTON

Taunton BID will:

- Work with landlords to dress empty shop windows.
- Work with the Local Authority to ensure that the highest standards of maintenance and cleansing are delivered in the BID area.
- Dress the town with seasonally appropriate street dressings (bunting, lights, flags, etc).
- Work with businesses and Local Authority to ensure Taunton plays its part in doing business and operating in a more environmentally and sustainable way. This can be delivered through encouraging sustainable planning schemes, encouraging greener transport, introducing more options for recycling commercial waste and reducing plastic waste.

"At Greenslade Taylor Hunt, we're more than happy to back Taunton BID and really hope other professional services businesses in Taunton will follow suit. There's a common misconception that BIDs are only beneficial to businesses in the retail and leisure sector but professional services can also see substantial business benefits as we have seen in other BID areas."

"The BID is not just about attracting more visitors to the area, but about improving the personal and professional lives of everyone in the town with increased security, cleaning and marketing and communications for the town. As a result, association with a more vibrant and successful market town your business will become more appealing to existing and prospective clients. As well as promoting your business to potential clients both locally and regionally through their marketing efforts, BID activities will also make Taunton a more attractive and secure place to work and live, supporting staff retention and satisfaction."

**DUNCAN BROWN - PARTNER
GREENSLADE TAYLOR HUNT**

SAVE THE DATES



Business Plan Launch Event

Wednesday 22nd January 2020 at 6:00pm
The County Room, Somerset County Cricket Club,
Taunton, TA1 1JT



Notice of Ballot
Thursday 6th February 2020



Ballot Papers Dispatched
Thursday 20th February 2020



Ballot Day
Thursday 19th March 2020



All of the above applies to those in the proposed BID area who are eligible to vote

"It has been great to see the drive and passion people in the town have to make Taunton a great place to be for all."

Looking forward to all working together to achieve this!"

CLAIRE FILER
STORE MANAGER - DEBENHAM

The Taunton BID is a way for businesses in a defined area to decide, fund and agree collectively on projects and initiatives that they want to be delivered in their area to help their businesses and town thrive.

RSVP and help shape the future of Taunton by attending the Launch Meeting on Wednesday 22nd January 2020.

www.tauntonbid.co.uk



Twitter: @BidTaunton

WE WOULD LOVE YOUR FEEDBACK....

We'd love to see more businesses and individuals get involved to ensure everyone has the opportunity to put their thoughts on the proposed BID Business Plan.

RSVP

Lucy Ball

Destination Management & Marketing

Email: lucy@destinationmarketing.me

Phone: 07813 343209

"When times are tough [in business] there is even more reason to join together to make a place even better to visit it than it is already! I would only have to sell one extra card every second day to cover the cost of my share! Taunton BID gets my vote."

JANE ARMOUR - OWNER
JANE ARMOUR TRADING