#SUPPORTLOCAL PUTTING SAFFRON WALDEN ON THE MAP
SAFFRON WALDEN BID

FINANCE AND AGM

SWBID's financial year end is 31th of August and full accounts will be published as soon as they are available and reported at an AGM (date to be confirmed but likely to be in October). The AGM will also give members the opportunity to stand for election as a Director and also to elect Directors of the SWBID. It is essential that you register as a member of the SWBID Company if you wish to vote or stand as a Director. Joining as a member is a simple formality. Your liability is limited to £1. Please email Louise at saffronwaldenbid@gmail.com for a form.

At the first AGM all current Directors must resign and provide notification if they wish offer themselves up for re-election. The current directors are Chairman - Jim Brewin (SW Branch Manager, Waitrose), Lucy Clarke (Branch Manager, Premier Travel), Julie Redfern (Owner, Beauty Box), Ian Hudson (Director, Oshe), Gary Hyams (CEO, Support 4 Sight), Shara Vickers (Director, Tela), Claire Hunnable (Saffron Building Society), James de Vries (Cllr) representing UDC and SWTC, Craige Quainton (Owner, GQ Design).

The figures below are extracted from SWBID management accounts and are correct as at 31st July 2019

The work involved with setting up the Company, putting in place corporate governance procedures, accounting systems, establishing appropriate communication channels, recruiting staff, finding premises, etc resulted in year 1 spending on projects getting off to a slow start. Your Board is committed to ensuring that the surplus arising from Year 1 is directed to projects early in Year 2.

INCOME		£
	Levy	82,372
	Other	6,394
	Total Income	88,766
EXPENDITURE		
PROJECT		
	Christmas	20,195
	Easter	4,502
	Summer	3,185
OPERATIONAL		
	Operational costs	13,758
	BID Management	10,302
	Contingency	2,500
TOTAL EXPENDITURE		49,442
SURPLUS CARRIEDFORWARD		36,824

CONTACT US

Saffron Walden BID Team - *Jim Brewin, Chairman - Waitrose | Ian Hudson - Oshe | Gary Hyams - Support 4 Sight*
Lucy Clarke - Premier Travel | Claire Hunnable - Saffron Building Society | Craige Quainton - GQ Designs | James de Vries - Councillor
Julie Redfern - Beauty Box | Shara Vickers - TELA | Louise Scutt-Richter - BID Manager.

Email. saffronwaldenbid@gmail.com | Office - 9 Market Row, Saffron Walden

CHAIRMAN'S INTRODUCTION

It's been a very busy first year. I can't believe how fast this year has gone. We hit the ground running in July and had to work quickly to get the company set up and deliver events pre-Christmas 2018. We have worked hard to deliver several campaigns and initiatives successfully. This year has focused on delivering some priority events and campaigns to lay the foundations for our future work as a BID. We're grateful for your support and feedback. This feedback is vital as it allows us to assess what worked well and to consider improvements where things could have been better.

As we move into our second year, we are stream-lining our communication processes to ensure that we are able to share information more readily, listen more closely and respond more efficiently. Beating the power of the internet and Brexit uncertainty is tough and takes time. If we all work together, we are greater than the sum of our parts. Working together is key to a successful BID. We have more exciting initiatives planned for our second year and I look forward to your support and involvement.

Jim Brewin, Chairman
Saffron Walden BID

WHAT WE SET OUT TO DO

The Saffron Walden Business Improvement District (SWBID) invests in and delivers initiatives to; raise the town's profile as a tourist and shopping destination, improve the local trading environment and implement schemes that help drive down business costs. We seek to build strong working relationships with local councils and other local organisations in order to work together for the benefit of Saffron Walden town centre.

The SWBID Business Plan was generated following thorough consultation with the Saffron Walden businesses in the BID area (see: www.saffronwaldenbid.co.uk) and set out our purpose and objectives. The campaigns and initiatives the BID Board have committed to delivering to SWBID levy-payers over its five-year tenure focus on three main priorities:

1. **Attract - Promote Saffron Walden**
2. **Engage - Create opportunities for a great experience**
3. **Thrive - Grow a thriving business community**

WHAT WE HAVE ACHIEVED TOGETHER

'Support Local' campaign
Building on our research carried out in the Consultation Phase in setting up the BID, we devised a campaign to promote spending money and time in our local businesses. We named the campaign '#SupportLocal'. The ongoing aim of this campaign is to communicate with residents and change perceptions so that all see the benefits of supporting local businesses of all kinds rather than spending money elsewhere. We will continue to build out this theme in the coming months.

There are various elements of the campaign including; videos to showcase a cross section of our local businesses promoted via all social media channels available; press releases and BBC Essex radio interviews (where possible) complemented by sustained advertising in the local papers and at Audley End station and running a market stall on the market.

We secured two BBC Essex radio drive-time interviews in order to promote Saffron Walden. Jim Brewin talked about how we are tackling the challenges facing the high street together, and Beauty Box owner Julie Redfern discussed how Saffron Walden is adapting to the challenging retail environment, emphasising the benefits of 'Shop Local'.

We ran a market stall three times in July and August for BID levy-payers to promote their businesses. This idea came out of feedback in conversation with various business owners. Businesses provided either marketing material, pull-up banners, or they demonstrated their product or service, handed out samples or were on the stall to speak to passers-by. In order to engage further, visitors to the stall were asked "What's great about Saffron Walden?" and how "Saffron Walden could be better if…". Over 300 post-it-notes were left on the whiteboard. Most comments were that people like the town for the market, the shops and friendly community feel. Comments about what could be improved included better transport to and from town and more shops!

So far, over 40 independent businesses have taken part in the videos and on the market stalls. Overall the campaign posts and videos have reached over 20,450 people. Video views are over 48,300 and the posts have engagement over 3,150 including likes and shares.

Essex Excursions
Working with the TIC, we now promote and operate a free 'Meet & Greet' service for organised coach trips to the town. This helps us as a town to develop a more personal relationship with not only the tour operator, but also visitors and encourages footfall to our shops and cafes. So far 10 coach trips have registered for this service bringing at least 400 visitors to the town. Shops and cafes have fed back to the BID team that they have had custom from these organised coach trips.

Festive Fun 2018 - Christmas Fairy & Elf Hunt
Our aim was to engage with residents and visitors and provide a fun competition. We wanted to encourage families to come into town and look for the characters in shop windows of independent businesses and heighten the appreciation of the range of our independent shops. The event was promoted in the local press, via social media and through the TIC, Audley End Miniature Railway and Audley End House. 120 entrants competed to win one of four prizes.

Festive Fun 2018 - Christmas 'Spend' Weekly Prize Draw
In order to encourage footfall and spend in our independent shops, any adult spending over £5 in a participating business was given an entry card to the weekly Spend Prize Draw. It was promoted via the local press and social media as well as to passengers on the vintage buses running between Audley End and the town centre. The competition ran for five weeks. The £100 voucher weekly prize could be spent in any of 55 participating shops. A different independent store was asked to draw the winner each week and this was promoted and shared on social media. We received 1,407 entries in total equivalent to £7000 spent in total across participating businesses, and an additional £500 with the five Prize Draw winnings.

Overall during the Festive Fun campaign, we boosted Facebook following in the first week from 932 to over 1000. This increase subsequently continued and was accompanied with a reach of >4500 over 5 weeks.

Festive Fun 2018 - Christmas buses
We ran a vintage bus service on the five Saturdays before Christmas to attract the many visitors to Audley End House and Audley End Miniature Railway - most of whom do not visit the town. Cliff Parisi kindly gave his time to launch the event by driving a bus from Audley End House & Gardens into town. Greeters were recruited and based at either end to encourage people to use the service and welcome visitors when they arrived with a town map. Over the five weeks, despite some atrocious weather, we transported 1,258 people to and from town. For the first weekend of service, Mayor Fairhurst cut the ribbon in front of the press and travelled on the first bus out of town. For the last two weekends, Father Christmas travelled on the buses.

Easter Eggstravaganza - Easter Egg Hunt
Building on the popularity and success of the Christmas Fairy & Elf Hunt, we organised a hunt for Easter. Fun and eye-catching Easter Egg characters – tailored to the business - were hidden in the shop windows of 22 participating independent businesses. With learning and feedback from Christmas, we set up the Hunt map so that participants had to visit the four quadrants around town and note at least three characters in each. Feedback from entrants was that they found businesses they didn't know were there and several businesses said they had custom as a result of the competition.

There were 645 entries and a lot of positive feedback anecdotally, by email and letter. The TIC reported a doubling of footfall year on year to 13,000 because it was the base for people taking part in the hunt to get information and drop off their entry.

Easter Eggstravaganza - Easter Spend Weekly Prize
As with the Christmas Draw, we ran the Spend Prize Draw for £100 for three weeks to encourage spend locally during the Easter holiday. There were 432 entries and the three prizes were spent across 12 shops in town. Engagement on Facebook went up by 14%, follows are rose to 1,194, representing a steady increase of 12% between Jan and April.

Business Watch WhatsApp Group
Since February 2019, Shara Vickers (BID Director) has worked with Essex Police to make sure the voice of businesses in town is heard. As a starting point, we set up a WhatsApp group for businesses to communicate crime and anti-social behaviour. 31 BID businesses and the police have joined to date. It's proving an efficient way to communicate between BID members and the local police team.

Business Watch played a key role in communicating the two recent spates of break-ins to the police, resulting in Essex Police Officers visiting all affected premises within 24 hours. From this July Essex Police increased policing of the town centre and there are now two Officers dedicated to Saffron Walden. The BID team is in regular dialogue with them to ensure business concerns are represented.

WHAT WE ARE PLANNING AND PROGRESSING

SWBID is one of the smallest BIDs in the country in terms of revenue generated so there is a limit to our resources, in particular time. A recent survey you completed has helped us to hone in on events and activities. We will publish a formal plan for our second year of operation. In the interim, here is an example of some of the campaigns and initiatives going forward:

- **Building on our work with the SWTIC to encourage visitors to SW**
- **Building on relationships with local experience providers such as Audley End H&G, Audley End Miniature Railway and Duxford to co-promote the town**
- **Regular themed campaigns building on #SupportLocal**
- **Regular presence on the Market and collaborating with market traders to promote it further**
- **Business Ambassador programme to support at events and promoting the town's businesses**
- **Business Directory on the BID website**
- **Marketing training, including improving online presence and social media**
- **Lobbying regarding parking**

From early on in the BID set-up process, our team have been in discussion with UDC representing some of the concerns businesses have highlighted. We have made headway with several of these:

Permission for non-commercial vehicles
Permission for non-commercial vehicles owned by businesses to load/unload without being fined. There was an issue for businesses with non-commercial vehicles getting a fine for loading and unloading outside their business and then having to appeal it. UDC and NEPP have agreed to change this so it will be permitted with no fine charged. We expect this change to be made in the next couple of months.

Increasing use of MIPermit
The BID is working closely with North Essex Parking Partnership (NEPP) and the team at MiPermit to further promote use of the MiPermit App. The campaign will focus on its many advantages - not widely known - which address some current parking complaints. For example; the ease of cash-free parking, ability to extend a stay remotely, MiPermit can be used in all carparks, the fact that Waitrose redeem either 30 or 60 minutes of parking when making a purchase.

£30 monthly pass on MIPermit
We have achieved agreement from UDC and NEPP to offer a monthly parking permit for £30 per month for Swan Meadow in addition to the 6-monthly or annual pass. This aims to address the need expressed by businesses to support their staff who may drive in to town and for whom it's better to have a lower monthly outgoing rather than a higher lump-sum outlay.

Continued joined-up planning for events

We are extremely conscious that as a small town, it is particularly important that we work with all relevant groups and organisations in order to effectively plan and deliver events. By aligning our plans, we can ultimately promote and deliver a fantastic and seamless experience for locals and visitors to the town. For example, we have been working since February this year as part of the SW Christmas Events Group comprising; the Saffron Walden Town Council & Tourist Information Centre (TIC), the Saffron Walden Initiative (SWI), Audley End House and Audley End Miniature Railway.

SWBID is a small team with limited resources dedicated to working hard on your behalf. We respond to challenges, trends and opportunities to continually sustain and improve our wonderful town centre. Your ideas and support are critical to helping shape our future plans. Working together we can achieve so much more than working alone.