



EXETER BID



Annual Report 2016-2017

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Welcome from Wayne Pearce, Chairman of the Exeter BID Board of Directors



I have great pleasure in presenting to levy payers our Annual Report for our second year of operation.

In this year the Exeter BID has worked to deliver a more effective and coordinated approach to the management of retail, commercial, tourism and cultural activities and events in Exeter.

Key activities undertaken over the last 12 months, such as the delivery of Christmas Lights, the introduction of the commercial waste collection initiative and the enhanced street cleaning regime have all improved the city centre as a place to work and visit. Our footfall counters will be providing year on year information to levy payers on a weekly basis.

I would also like to pay tribute to our Ambassadors and our cleaning team. They have become the faces of the BID for our levy payers and visitors.

I would like to thank the members of the BID Board for their work over the year. Without their input many of the initiatives would not have come to fruition. We will continue to work with the City Council, Cultural Partnership and other partners with an interest in the city.

I believe that during the year we have made significant headway in promoting business in the BID area, increasing visitor numbers, making Exeter look more attractive and help create an inviting destination for business, shopping, dining or simply enjoying the atmosphere of our historic city.

More importantly we want to play our part in sustaining the commercial performance of those businesses within the BID area.

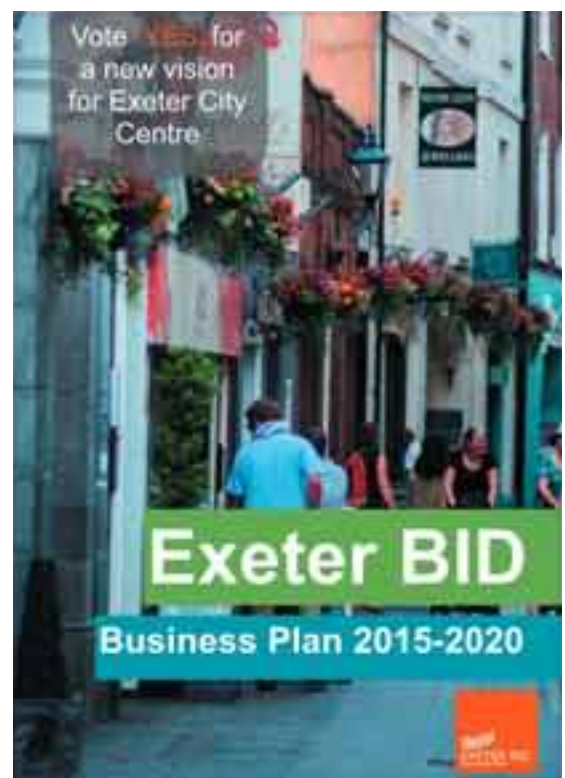
This document presents the progress of the Exeter Business Improvement District during its second year of operation from April 1st 2016 to 31st March 2017

In March 2015, businesses within a defined area of Exeter city centre with a rateable of £7,500 & above voted to introduce a Business Improvement District, with the purpose of delivering over £2.25 million of additional investment in the City Centre over the next 5 years.

The Exeter BID would be funded by a 1% levy on the rateable value of the businesses shown in the 2010 Valuation List.

A Business Plan was adopted that would form the framework of the BID over its first 5-year term.

The Business Plan contains four strategic objectives that the BID must deliver during this 5-year period; Spread the Word, Exciting Exeter, Welcome & Safe and Looking After Business



The Exeter BID Board of Directors 2016-2017—Representing Your Interests

The board consists of individuals who are elected from businesses in the retail and hospitality sectors, one representative from Devon County Council and Exeter City Council, and one from the Exeter Chamber of Commerce.

W Pearce (Chair) – Centre Director, Princesshay and Area Representative for Area 2 (Princesshay & Upper Paul Street East - appointed 7 May 2015.

P J A Cunningham – Director, Exeter Phoenix and Representative for Hospitality, Tourism and Culture - appointed 7 May 2015

R C Denham – Exeter City Councillor for Whipton Barton, lead member for Economy and Culture and Representative from Exeter City Council - appointed 7 May 2015.

R Frame – Manager, Wilkos, Guildhall Shopping & Dining Centre and Area Representative for Area 5 (Guildhall and Lower High Street - appointed 18 August 2015.

D Goodchild - Owner of the Cavern Club, Queen Street and Representative for Hospitality, Tourism and Culture - appointed 7 May 2015.

A R Leadbetter – Devon County Councillor for St. Loyes & Topsham and Representative from Devon County Council - appointed 7 May 2015.

A I McNeilly – Manager, Guildhall Shopping & Dining and Representative from the Exeter Chamber of Commerce - appointed 25 October 2016.

D Otton - Paralegal at Morgan & Pope, Cathedral Yard and Area Representative for Area 4 (Cathedral Green, Yard & Close and High Street South) - appointed 27 September 2016.

M F Richardson – Owner, Bunyip Crafts, Fore Street and Area Representative for Area 7 (Fore Street, New Bridge Street, John Street and Market Street) - appointed 7 May 2015.

P Rutherford – Owner, Mantis, Gandy Street and Area Representative for Area 8 (Gandy Street, Harlequin's Shopping Centre and Queen Street) - appointed 22 March 2016.

H M L Scholes – Marketing Manager for Stagecoach South West and Advisor on Transport Issues & Marketing Campaigns - appointed 7 May 2015.

L Simic – General Manager, Exeter Dental Centre, Castle Street and Area Representative for Area 3 (High Street North & West and Castle Street) - appointed 21 February 2017.

A S Thomas – Owner, DanSci Dance Studio, Guinea Street and Area Representative for Area 6 (North Street, South Street, Mary Arches Street and Guinea Street) - appointed 21 February 2017.

Previous Directors who held office during the Exeter BID's second year of operation, but have since resigned are:

S J Auty – Retail Director, Specsavers, High Street, Exeter and Area Representative for Area 3 (High Street North & West and Castle Street) - appointed 7 May 2015 – resigned 31 January 2017.

A S Cameron – Managing Director, Exeter Cathedral and Area Representative for Area 4 (Cathedral Green, Yard & Close and High Street South) - appointed 18 June 2015 – resigned 7 June 2016.

S R Campion – Vice Principal (Finance and Business Operations) at Exeter College and Representative from the Exeter Chamber of Commerce - appointed 7 May 2015 – resigned 7 June 2016.

A Wise – Manager, Halfords, Sidwell Street and Area Representative for Area 1 (Paris Street and Sidwell Street) - appointed 29 September 2016 – resigned 4 December 2016.

Spread the Word.

In June 2016 Exeter BID launched the InExeter.com brand, under which we market BID businesses and the city to residents and visitors.

inexeter.com

The brand channels include a website, Facebook, Twitter and Instagram accounts, E-newsletters, and PR, marketing and event campaigns.

The brand launched with banners across the city centre, on bus posters, a booklet distributed to levy payers and stakeholders, a social media campaign and PR. From the launch to the end of the BID year, in March 2017, the brand had attracted:

152 pieces of coverage in local, regional and national titles

4,887 Facebook followers, 1,948 Instagram followers and 2,971 Twitter followers –
9,806 followers in total



The website, which includes a directory page for each levy payer displaying information about their business, post images, special offers, news and events attracted more than 15,000 users in its first 10 months.

Following the brand launch we created the **Exeter BID Map** – a fold out map of the city centre, giving each levy payer a listing with address and postcode. 10,000 copies were distributed to residents of the city, encouraging them to try new shops, eateries and other businesses. This summer we are producing an updated version of the map and distributing 10,000 copies to tourists within the South West and another 5,000 across key attractions in the city.



Exeter BID produced the Christmas Guide – a leaflet which promoted all the seasonal events in the city from November through to New Year.



100,000 copies of the Christmas in Exeter leaflets were distributed across the county in Local World titles; Express & Echo, Herald Express, Mid Devon Gazette & North Devon Journal (over 71,000 copies) to draw people into the city over the Christmas period and at key visitor points in the city centre

Press releases, features & Articles were distributed to media, resulting in 24 pieces of coverage about Exeter's Christmas offer including TV, radio, online and in local, regional and national print titles.

An advertising campaign ran in Express & Echo, lifestyle title Exeter Life, Heart FM and Radio Exe.

A series of competitions ran via social media, as well as with local and national media titles, resulting in more coverage and driving people to InExeter.com

Exciting Exeter

The BID sponsored “Charge” as part of **Paignton Zoo’s Great Rhino Project**, which ran from 30th July to 9th October 2016. The event invited people of all ages to follow a trail of life-size rhino sculptures across the area. Our rhino, was located in Fore Street.



In July, we purchased **bunting and 30 hanging baskets for Fore Street**.

Our **Summer Starts Here campaign** with the **Weekend Starts Here** event ran on 26th & 27th August 2016.

- This was our first, family-friendly event
- It took place in locations throughout the BID
- The event was free for everyone to enjoy
- We provided live music, kids’ activities, street performers in Fore St, South St, High St, Queen St and Sidwell



Street

Advertising – Targeting Bath & Bristol, activity included adverts in Bath & Bristol Life, train station advertising and targeted social media advertising.

Data capture - 100; Social advertising (Bath and Bristol combined) reach – 15,776; clicks through to website - 516

Features – Timed with Independence Day we compiled two features for Exeter Living.

The event was promoted on the In Exeter website, social media, by press release, in city posters and leaflets, leaflet distribution at the Big Screen in the Park, engagement with levy payers and stakeholders.

Stats:

Footfall: Friday 85,075 visitors + 4.1% week-on-week / Saturday: 94,948 visitors +7.7% week-on-week

Web page visits: 444 visits to the web page of which 406 were unique

Event post on **Facebook:** reached 6.5k, 906 viewed and 172 responded

The top social post promoting the event was a video of the MC for the Live Music – the reach was 4.8k, the video was viewed 1,356 times and there were 75 reactions, comments and shares. All of this was organic.

E-newsletter: sent to 280 email addresses, 39.6% open rate, 4.7% click through

Social Media: Throughout the campaign period social media supported the campaigns and events in the city

Competition: Devon & Somerset Life (online only) – In Exeter website hosted the competition – x6149 entries, 1,135 data capture

Exeter BID was one of the sponsors of the first **Exeter Street Arts Festival**, a two-day event over 27th & 28th August 2016. The event took place at 17 performance locations across the BID area.



In September we attended **Exeter University’s Freshers’ Fayre**, where we promoted the BID and the inexeter.com website to over 1000 students. In addition to handing out promotional materials, we placed an advert in *Exposé*, the Students’ Guild newspaper, encouraging students to explore the BID area.

Exeter BID assisted with the planning of the **Fore Street Flea Fayres** that took place on 18th September and 27th November by organising the temporary road closures, and promoting online and through social media channels.

Exciting Exeter



In October, we held **Style in Exeter**, a two-day event showcasing **30 fashion retailers** from within the BID area.

Across 8th & 9th October 2016, the event featured clothing from independents and department stores, with each business displaying a range of their latest fashions.

The catwalk shows were produced by a professional fashion event organisation, and the event took place on a 20ft x 8ft catwalk under marquee cover in Princesshay Square.

A Style in Exeter sub-group was created, which included One Voice Media, Princesshay, Guildhall Shopping Centre, Gandy St and Fore St representatives.

Regular meetings were held and updates shared with retailers signed up to the event.

A tool kit was created for levy payers and stakeholders to promote the event, and a media partnership set up with Exeter Living.

- **PR launch:** Friday 7th October in *Artigianos* – local bloggers and media were invited for a sneak peek of the outfits featured on the catwalk.
- **Press & Lifestyle Media print ad campaign**, as well as a seven day ad campaign with Radio Exe
- **Social Media:** 4 week social calendar created for Facebook, Twitter & Instagram
- **Website:** Dedicated campaign page was live from 7th September
- **Literature:** Leaflets were distributed at Exeter University's Freshers Fair and across the city
- **Two online national competitions** with Woman and Home and In Style, generated over 25,000 entries.



Monsoon in the High Street said: 'We increased sales in the new concession in Debenhams, our 2pm slot was great – very commercial & a great crowd'

Velveteen in Fore Street said: 'The fashion show really good, events management team efficient. Some of the models were so impressed with Velveteen clothes they visited the shop and made a purchase.'

Moko in Gandy Street said: 'Very pleased to hear about the fashion show and how well Gandy St was promoted'



Exeter BID assisted with the **Gandy Street Countdown to Christmas** on 24 November 2016 by contributing towards the cost of supplying hanging baskets, the printing of leaflets and posters, and providing musicians to perform.

Our **Discover in Exeter** campaign (January & February 2017), was created to promote the city's top attractions including events, offers and workshops, with a special focus on February half term. It was promoted in local, regional and national media and online, by working with bloggers and websites including *Mumsnet*.



Exeter Library said, "working with In Exeter to promote activities helped reach an audience they wouldn't normally be able to."

Exciting Exeter

The Welcome Team, otherwise known as the **BID's Ambassadors**, continued to utilise the broad assortment of skills they have each gained from their previous retail, business or catering backgrounds.

For them, no two days are the same with the range of people they interact with including visitors to the City who have travelled from overseas or within the UK, residents of Exeter, Managers of national businesses who have outlets in the City, and the owners of the many independent shops and businesses who add to the eclectic mix of Exeter's vibrant retail and dining offer.



Your Welcome Team: Darren, Myra and Andy

The team have continued to be vigilant, identifying any maintenance or cleansing issues that need to be reported back to the BID office, ensuring they are dealt with in a timely and professional manner.

Reporting

During the period from April 1st 2016 to March 31st 2017, the Welcome Team produced an impressive set of reporting statistics, increasing the number of Visitors they welcomed to the BID area and growing the number of visits paid to BID Members in their businesses:

Report Types	01/12/2015 to 31/03/2016	01/04/2016 to 31/03/2017	% Change
Environmental	86	127	▲47.7
Cleansing	70	158	▲125.7
Anti-Social	53	25	▼52.8
BID Related	25	16	▼36.0
Visitor Welcomes	10,650	24,075	▲126.1
Visits to Levy Payers	650	3,428	▲427.4



Exciting Exeter

For Christmas 2016, Exeter BID took over responsibility for the installation of the City's Christmas lights and for producing one of the highlights of the City's calendar, the **Christmas Lights Switch-on Event**.



We invited 8 organisations to submit their designs and costings for the City's Christmas illuminations.

The Festive Lighting Company was selected, based on their original designs and value for money.



A total of 120 individual illuminated decorations were installed in 14 areas across the BID, including streets that had not been illuminated during the previous festive seasons.

The chosen designs were unique to Exeter and included bright, LED decorations across streets, branch lights in trees, motifs on street lamps and a huge colour-changing feature suspended across the centre of the High Street.



Presented 4-hours of live music, featuring local bands, school children, solo artists, and an X-Factor finalist. The event was broadcast live on Radio Exe.



Members of the Fire Crews who tackled the blaze at the Royal Clarence Hotel were invited to switch-on the Christmas lights across the City Centre.



16 Stewards, 2 additional overnight security staff, 12 additional Security Officers and a team of First Aiders from St John's Ambulance were present, to ensure the night was a safe event for all to enjoy.



The BID funded a total of 10 street entertainers to perform on the 4 late-night shopping evenings on Thursdays and the 3 Sundays during the run-up to Christmas.



100,000 copies of the Christmas in Exeter leaflet were distributed, promoting the City as the ideal location for shopping & dining.

Welcome & Safe.

Since its introduction in May 2016, the Exeter BID's enhanced street cleaning service continues to be a popular resource for BID members and has made a visible impact upon the appearance of the streets and buildings within the area.

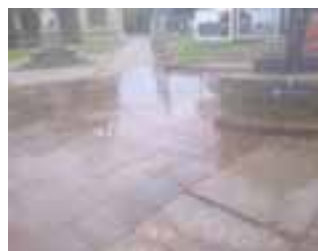
Here are some before and after photos showing what a valued contribution our Street Operative, Roger, and his predecessor, Sean, made to the appearance of the City during the BID's 2nd year.

BEFORE

AFTER

BEFORE

AFTER



Reporting

In October 2016, we asked Roger to start keeping a weekly diary of his work, simply because we wanted to be able to report the successful results of his activities. Here are the figures for the period October 2016 to end of June 2017:

Number of Street Cleaning Visits	Number of Cleaning Tasks Completed
1098	934

A street cleaning visit is a single visit to one of the 44 streets within the Exeter BID area. A cleaning task is a type of cleaning job carried out, e.g. jet-washing a pavement, clearing rubbish, removing graffiti, etc.

Looking After Business.

During 2015/16 we held two, separate **elections** following the departure of some of our board members.

Unfortunately, the person who was elected in September 2016 to represent Area 1 (Paris Street and Sidwell Street) was asked by his employer to relocate to a new location outside of the BID area. Area 1 remains a vacant board position, for which another election is planned.

In February 2017, elections produced new board members for Area 3 (High Street North & West and Castle Street) and Area 6 (North Street, South Street, Mary Arches Street and Guinea Street).

All board members, past and present, are listed on the Companies House website, <https://goo.gl/nsh3Tp>



In 2016, two additional **footfall cameras** were installed, bringing the total to five located across the BID area at the following locations:

1. At the corner of Paris Street and High Street at Next
2. Queen Street – opposite Las Iguanas
3. Fore Street – opposite 83 Fore Street
4. At the entrance to Cathedral Yard at Broadgate – between Trail Finders and Jack Wills
5. At the entrance to the Guildhall Shopping & Dining Centre on High Street, opposite Jack Wills

The footfall data is now incorporated into a **monthly dashboard** listing the BID's activities for the preceding month. Along with footfall data, the dashboard contains a range of other useful information, including a weather summary; information on the activities of the BID's enhanced street cleaning service; the monthly totals of the Welcome Team's reporting, visitor interaction and member visits; occupancy totals for car parks in or near to the BID area; and social media figures for the BID's Facebook, Instagram and Twitter pages.

Each month, the dashboard is uploaded to the Members' Area of our corporate website, www.exeterbid.co.uk

The BID's **Joint Procurement Scheme** continues to help BID-member businesses save money on business costs such as utilities and insurance by using the collective buying power of the levy paying members.

BID members are now able to look at opportunities to save costs on the following:

- * Energy
- * Telecoms
- * Pest control
- * Health & Safety related testing,
- * Stationery
- * Merchant Fees
- * Trade Waste Collection
- * Water
- * Communications



Below is the Project Report covering the period until June 2017

Total Budget	£30,000.00	Current Return on Investment (Identified)	£1 : £3.92
Total Spent (May 2017)	£16,275.00	Current Return on Investment (realised)	£1 : £2.57
Total Identified Saving	£63,818.90	Support Days	27
Total Realised Savings	£41,829.00	Consultant Days	26

Cash Flow Figures

The figures below show Exeter BID's cash flow for the period from 1st April 2015 to 31st March 2016.

96% of the collectable levy has been collected to date.

Income	Income
Balance Brought Forward from 2015/2016	£203,109.00
Levy payments received	£598,386.00
Sponsorship Received	£7,627.00
VAT Repayment	£44,738.00
Total Income	£853,860.00
Expenditure	
Spread the Word	£128,768.00
Exciting Exeter	£167,024.00
Welcome & Safe	£152,636.00
Looking After Business	£25,647.00
Admin & Governance	£77,755.00
HMRC VAT	£91,055.00
Total Expenditure	642,885.00
Balance	£210,975.00

Note: At the time this document was printed (w/c 10th July 2017), the full audited documents for the Exeter BID's second year of operation were not available. The management accounts and the BID Office's own figures have been used and the full accounts will be available at the Year 2 AGM, once they have been audited by Bush & Company Chartered Accountants, Exeter.



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Consumer website—www.inexeter.com

Facebook: In Exeter, **Instagram:** in_exeter, **Twitter:** @tweetinexeter

The BID Office

BID Manager Currently recruiting
BID Coordinator Mark Barretto

The Welcome Team

Andrew Dean
Myra Latham
Darren Paul

BID Cleaning Operative

Roger Hands

The Exeter BID's Enhanced Street Cleaning Mobile No. is 07872 870 116