

CHRISTCHURCH PRIORITY PROJECTS IDENTIFIED BY BUSINESSES



Newsletter 3

BACKGROUND

Work on the development of a BID proposal for Christchurch was suspended in March, although has now resumed with an extended timescale to reflect the recent circumstances. During this time, the BID Steering Group remained active in both dealing with the impact of the crisis on their businesses and keeping fellow businesses aware of key updates. Members of the Steering Group also recently attended a number of site visits and meetings with BCP Council and economic partners to support the response for Christchurch.

THE BUSINESS SURVEY

Following the request earlier in the year for businesses to outline their preferred improvement projects for Christchurch, we received 85 survey responses and, as well as having presented the findings at three open events in March, are circulating this update to all town centre businesses. The survey indicated a high level of support for the BID concept, with 88% considering that the town would benefit somewhat, quite a lot or hugely from the additional spending a BID would bring and 67% indicating that their premises should fall within a BID boundary. The responses also allowed for detailed priority projects to be identified and these are as follows.

THE PRIORITY PROJECTS

The projects which the survey respondents wish to see enacted are as follows and are listed in priority order.

- 1 Car parking discounts
- 2 Improving the appearance of empty shops
- 3 Marketing & promotion to project the town to a far wider audience
- 4 Projects to encourage investment into Christchurch
- 5 Car parking arrangements to provide additional spaces
- 6 More major town centre events or festivals
- 7 Schemes to save businesses money on their overheads
- 8 Social Media campaigning
- 9 Increased floral planting or landscaping
- 10 New seasonal events, including more Christmas activities
- 11 Visitor website
- 12 Business to business communication
- 13 Street cleansing & washing, including chewing gum removal
- 14 Town Centre Wi-Fi for visitors
- 15 Physical improvements to paving, landscaping or street furniture



NEXT STEPS

We will be refining the proposed BID projects based on further feedback from businesses over the coming weeks and will be pulling together all of the proposed improvements within a draft Business Plan which will be subject to further consultation. Please therefore get in touch if you think that anything is missing from this initial list of projects.

THE GROUP DEVELOPING THE PROPOSALS

The plans are being taken forwards by a group of local businesses, which include the following:

Organisation	Name
Castles Home Hardware	Nicky Watson
Christchurch Library	Jennie Simpson
Christchurch Priory	Ian Penny
Filer Knapper	Lucy Filer
Frettons Solicitors	Lewis Barr
Kimmeridge Fashion	Fiona Herbage
Mathews Shoes	Fran Mathews
Reign Jewellers	Joe Li
Saxon Bar	Lee Price
Soho	Chris Rice
Studio 56 Hair Salon	Adrian Simmons
The Captains Club Hotel	Tim Lloyd
The Christchurch Confectioner & Gin Shop	Sally Barwick
The Industry Hair Salon	Michelle Flower
Waitrose	Pete Brown
Williams Thompson Solicitors	Suzanne Kadziola
Yellow Buses	Simon Newport

A REMINDER OF WHEN THIS IS LIKELY TO HAPPEN

The revised proposals are for the vote to take place from **2nd March** until **30th March 2021**, with the BID being operational by **July 2021**, subject to a positive business vote.

FURTHER INFORMATION

For further information regarding the BID proposals, please contact:

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Please also visit the BID website at www.christchurchbid.co.uk or follow progress on social media:

 @BidChristchurch

 ChristchurchBID

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