

CHRISTCHURCH BID ANNUAL SUMMARY

www.christchurchbid.co.uk

November
2022 –
March 2024



Who can believe that our second full year of operation as a BID is complete! Below are some of the key highlights that the Christchurch Business Improvement District (BID) has implemented across the town which we would like to share with you, our wonderful business community.



Our key highlights for 2023 include:

BUSINESS CRIME REDUCTION – CHRISTCHURCH SUPPORTED

The BID has continued to form strong relationships with local enforcement agencies. We played an integral part in lobbying BCP council for increased police presence and a CSAS Officer for the town. In June 2023, the town welcomed **Jen Maidment**, CSAS Officer, to the High Street. She continues to work towards resolving ongoing anti-social behaviour and rough sleeper issues, remaining a strong presence in the town centre. The installation of CCTV in the underpass area was also a fantastic achievement by all involved. We continue to build on our relationships across the conurbation and crime reporting and reduction remains one of our key priorities – watch out for your invitation to join the crime reduction conversation.

FOOD FEST LOCAL – A Taste of Christchurch CHRISTCHURCH ANIMATED

We have been planning our first **Food Festival Fringe** event – **Food Fest Local** – and are so excited to be bringing an element of the event back to the Town Centre. Christchurch High Street will come alive with market traders, music and no doubt some merriment across the weekend of the 25 and 26 May 2024. The aim of the event is to encourage visitors to dwell longer in the town centre and bring the focus back to our local businesses. Our hospitality and food sector businesses located off the High Street also have the opportunity to bring their offering to the High Street and take advantage of the large footfall expected across the weekend. We cannot wait for our levy payers to make the most of the predicted visitor numbers due to visit the town over the weekend of the event!

KEY HIGHLIGHTS

- £4K grant funding secured to support the Coronation celebration activities across the town
- Leveraged BID community buying power in the purchase of hanging baskets at discounted rates
- £8K invested in Christmas activities and online social media campaigns
- Continued investment in dedicated social media support to shout loud about our levy payers businesses and Christchurch as a destination
- £6,375 invested in animating the town with street entertainment, live music and Yoga at the Quay
- Working in partnership with BCP Culture team to promote Christchurch's prominent heritage offering

STREET ENTERTAINMENT AND MUSIC CHRISTCHURCH ANIMATED

Businesses and visitors across the town enjoyed live acoustic music over the summer months with a variety of popular local artists performing. We welcomed the **Park Yoga** team back to the Quay on Sunday mornings offering free yoga every week from May to September. The classes attracted footfall to the town for our levy payers during a quieter time of the week. Park Yoga was widely advertised to visitors on social media channels and leaflets advertising local brunch spots were shared.

CHRISTCHURCH ENHANCED

Working with BCP Council and Christchurch Town Council, the BID plays a key role in identifying areas across the town that require maintenance or improvement. We aim to assist local authorities and stakeholders to keep taking action to ensure our town is beautiful for us all to enjoy.

CHRISTMAS 2023

Christmas 2023 saw the BID invest in a paid-for social media ad campaign. Adults and children alike could be seen hunting for elves, snapping selfies and enjoying the many Christmas wreaths adorning the doorways of our businesses. Our **Elf Hunt** was hugely popular on social media and the feedback from businesses and families who entered was very positive – watch out for those elves making an appearance again in 2024! The BID, in partnership with Christchurch Town Council, co-created the **Christmas 2023 Light switch on** and **What's on Guide**, paying for distribution of **7500** copies to local residents. The What's on guide featured many Christmas events from a wide range of levy payers – shouting loud about Christchurch and our brilliant levy payers! We will continue to encourage our businesses to support the town wide effort of making Christchurch beautiful throughout the festive period with wreaths and window displays aplenty in 2024. Watch this space for the next **Christmas What's on and gift guide** too!

BUSINESS & DESTINATION MARKETING – CHRISTCHURCH PROMOTED

We have invested in social media marketing to help promote our levy payers alongside showcasing all that Christchurch has to offer. We are shouting loud about our businesses and everything that can be enjoyed in our wonderful town. Building partnerships with wider stakeholders to help promote the area, we continue to support BCP Tourism in their destination campaigns. If you would like your business featured in our marketing campaigns, then please let us know.

CHRISTCHURCH BUSINESS AWARDS

2ND YEAR SPONSORSHIP

We continue to sponsor the Christchurch Business Awards which celebrate our wonderful business community, helping to elevate the town's profile across the conurbation and recognise the hard work of our local entrepreneurs. 2023 winners included **MAW Cafe** on the High Street, **Granny's Cupboard** (sadly closed) and **Hannah Arkell** of **Studio Arkell** in Bridge Street. We look forward to seeing more businesses enter and win these prestigious awards in 2024!

Looking further ahead in 2024, we will continue to build on the successes of 2023, working with our levy payers to support Christchurch.

The BID will continue its mission to make our community a thriving and vibrant place to live, work and do business. We will continue to support and promote our levy payers and focus on driving footfall into Christchurch, increasing dwell-time of visitors and ensuring that Christchurch businesses are firmly on the map and supported in wider conurbation plans.

Christchurch BID (Business Improvement District) is a business-led company whose sole purpose is to improve the BID commercial area – in our case, Bargates, the High Street, Bridge Street, Castle Street, Church Street,

ACCOUNTS SUMMARY

(for the 17 months 1/11/22 – 31/3/24)

INCOME

BID Levy	£171,500
Government grants	£34,700
Other grants	£4,000
Total income	£210,200

EXPENDITURE

Enhanced	£22,800
Animated	£55,900
Promoted	£22,100
Supported	£25,100
Other costs	£39,200
Total expenditure	£165,100
Surplus for future projects	£45,100

The accounting period has been realigned to coincide with the business plan and the local authority financial billing cycle, so that we are reporting a 17 month period, rather than a year, in 2024. The above figures are from our management accounts and will be refined and subsequently published on our website following our annual audit.

CHRISTCHURCH SUPPORTED

Behind the scenes we continue to ensure that our levy payers have a voice with the wider stakeholder groups and decision makers that influence and contribute to the infrastructure of Christchurch. These conversations include being involved in consultation about issues such as parking, tourism, funding for projects and events, grant opportunities and cultural and heritage projects, as well as supporting local business initiatives.



Wick Lane, Quay Road, Millhams Street, Ducking Stool Lane, Fountain Roundabout, Pound Lane and Saxon Square.

Funded by businesses, for the benefit of those businesses, the BID enables us to coordinate investment into our area and delivers projects and services which are in addition to those already provided by the Council. We are a not-for-profit company, created for a five-year term from November 2021 and overseen by a board of volunteer Directors.

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