CHRISTCHURCH BID ANNUAL SUMMARY 2024 – 2025

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2024 was another successful year for the Christchurch Business Improvement District (BID), as our projects continue to promote and support our local businesses.



OUR KEY HIGHLIGHTS AND ACHIEVEMENTS IN 2024:

- £7K increased planting throughout the town adding colour and vibrancy to our beautiful space
- £10k invested in Social Media support to shout loud about Christchurch and its local businesses
- £10K invested in bringing back Food Fest Local to the High Street
- £5K Police Crime Commissioner grant secured to work toward improving town security
- £1500 invested in Christchurch Business Awards Sponsorship – celebrating and promoting our local business community
- Over £4K invested in destination marketing for the town
- £68K of grant funding secured to fund public realm improvements in the town
- £8K invested in Christmas in Christchurch activities and promotion
- £2500 invested in Christchurch Chamber of Commerce subscription to support your business

Our key highlights from the year include:

ANIMATED

Our events and trails were a great success throughout the year proving as popular as ever. These included our first **Golden Easter Egg Hunt**, **Food Fest Local** on the High Street, **The Big Christmas Elf Hunt** and the wonderful **Carols in the Square** with light projection show. The BID sponsored two of the town's most prominent and well loved summer events, **Christchurch Carnival** and **Stompin' on the Quomps**, allowing these events to expand their offering and attract even more visitors to the town. The free **Park Yoga** sessions, also sponsored by the BID, saw record attendance in 2024 and it was great to see participants enjoying all that the town's businesses have to offer after their sessions finished.

PROMOTED

In 2024 we produced our first **What's On – Christmas in Christchurch leaflet** which was distributed to over 10,000 local homes. This focused promotion of levy payer events ensured that local residents knew of all the wonderful festivities throughout the town over the Christmas period encouraging visitors to the town.

We successfully partnered with local print media publications like **The Christchurch Eye**, contributing monthly columns to keep our community informed about BID levy businesses and local business highlights.

Christchurch BID continued to publicise our town alongside its levy paying businesses via our social media channels, promoting your businesses, events and activities to a wide audience. If you would like your business to be further featured in our marketing communications please get in touch!

SUPPORTED

Free opt-in membership of the **Christchurch Chamber of Trade and Commerce**, available to all levy payers, has seen more members take advantage of joining Chamber networking and training events and engaging with peers in the local area.

In 2024, we began working with local enforcement agencies to help reduce business crime in Christchurch. In consultation with our levy payers, we launched our **Town Watch Radio Scheme** where retailers who experience shoplifting and anti-social behaviour were able to take part in a free radio trial to help them fight crime and deter unwanted visitors from their

businesses. Several businesses in the town found having and using the radios a positive experience and have decided to continue utilising them in their stores. The Town Radio scheme will continue with more additions to town security to come in 2025.

Extra security patrols were also funded over the Christmas period, enhancing safety in the town for businesses, visitors and residents.

We again sponsored the **Christchurch Business Awards** helping raise the profile and recognition of the amazing entrepreneurship of our local business community. 2024 winners included **Mathews Shows**, **Pro2col**, **Christchurch Foot Clinic**, **Healthy Hearing**, **Studio Arkell**, **Mad4Dance**, **Matisse Beauty Clinic** and **MAW**.

Our Management Team continued to participate in regular meetings with many key organisations including **Christchurch Town Council**, **BCP Council** and the **BCP Destination Management Board**. These meetings allow us to amplify the voice of our business community and, as a local BID, to promote initiatives that benefit your business, ensuring our collective voice is heard. Attendance at these meetings ensures that we are kept abreast of opportunities such as the upcoming **Tail Trail**, **More Bus** discounted fares, funding opportunities and destination marketing activities that Christchurch can and should be part of.

ENHANCED

Notable beautification efforts in the summer of 2024 included planting of the existing tiered pedestals across the town and hanging of over **70** hanging baskets.

The BID successfully secured **£68,000** worth of grant funding to be invested in projects that further enhance Christchurch as a great place to visit, work and live. Part of this funding will be used to upgrade the current pedestal planters across the town and ensure that the summer planting for 2025 is glorious. This project will begin to be implemented in the spring.

We invested in colourful summer bunting to line the town centre which really lifted the town and gave a truly vibrant summer feel.

There are more grant funded projects in the pipeline for 2025 – watch this space and ensure that you subscribe to our monthly newsletter to find out more!

ACCOUNTS SUMMARY 2024-2025

INCOME	
BID Levy	£121,200
Grants	£73,660
Other income	£18,019
Total income	**£212,879**
EXPENDITURE	
Enhanced	£28,616
Animated	£46,991
Promoted	£26,646
Supported	£16,937
Other / central costs	£33,730
Total expenditure	**£152,920**
Surplus for future projects	£59,959*

*Surplus relates to allocated grant funding to be spent in 2025/26 financial year.

The above figures are from our management accounts and will be refined and subsequently published on our website following our annual audit.

LOOKING FORWARD TO 2025/26

2025/6 will see us continue to support our businesses and enhance our town. Here's a glimpse of what's in store:

The Summer bunting will be back in place from May onwards alongside our upgraded flower pedestals and hanging baskets.

We look forward to bringing the amazing Food Fest Local event back to the High Street for a second year.

Christchurch will be part of the The Julia's House Great Tail Trail, an amazing project across the whole of BCP that will see over forty six foot mermaid's tails, designed by local and prominent artists, located across the area from April until June. Christchurch will have four tails at various locations for visitors to find and enjoy.

We will again be sponsoring Christchurch Carnival and new for 2025, the Dorset Inside Out 'Rivers of Hope' event which will be held at Christchurch Quay in September.

Both the Golden Easter Egg Hunt in April and our Christmas Big Elf Hunt in December will return. We are also planning to grow the Carols in the Square event this Christmas.

Together, we can build on our achievements and continue to support you, our local businesses, as well as fostering a vibrant and thriving Christchurch community. We look forward to another successful year in 2025!

We will continue to build on the successes of 2024, working with our levy payers to help Christchurch thrive. The BID will continue its mission to make our community a vibrant place to live, work and do business.

We will continue to support and promote our levy payers and focus on driving footfall into the town, increasing dwell-time of visitors and ensuring that Christchurch businesses are firmly on the map and supported in the 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, 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 additional 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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