

REPORT TO: Place Scrutiny Committee
Date of Meeting: 14 September 2017
Report of: Victoria Hatfield, Economy & Enterprise Manager
Title: Exeter BID Update

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

1.1 To update members on the second year of trading for the Exeter BID.

2. Recommendations

2.1 That Place Scrutiny notes and comments on the report.

3. Reasons for the recommendation

3.1 To ensure Place Scrutiny is kept up to date with activity delivered by Exeter BID.

4. What are the resource implications including non financial resources?

4.1 Exeter City Council pay an annual BID levy for the properties owned and leased by the City Council within the BID area, this equated to £18,435 for the current financial year – 2017 / 18. This would vary each year dependant on how many properties the City Council own and are vacant at the time.

5. Section 151 Officer comments:

5.1 There are no financial implications contained within this report.

6. What are the legal aspects?

6.1 None identified.

7. Monitoring officer Comments:

7.1 This report raises no issues of concern to the Monitoring Officer.

8. Background

8.1 In March 2015, businesses within a defined area of the city centre, as shown in Appendix 1 and with a rateable value in excess of £7,500, voted to introduce a Business Improvement District for 5 years: 2015 – 2020. Businesses voted on the delivery of a business plan, actions are highlighted in Appendix 2.

8.2 The Exeter BID is funded by a 1% levy on the rateable value of a business, which generates £2.25million over the 5 year period of the BID.

- 8.3 The Exeter BID Board comprises of members elected from businesses within the BID levy area, plus one representative from Exeter City Council, Devon County Council and the Exeter Chamber of Trade & Commerce. The breakdown of Exeter BID Board Directors is shown below:

	Appointed	Resigned	Represents
B Barlaba	May 2015	March 2016	
J Hedge	May 2015	January 2016	
J Clark	May 2015	July 2015	
A Cameron	June 2015	June 2016	
S Auty	May 2015	January 2017	
S Campion	May 2015	June 2016	
Cllr R Denham	May 2015	June 2017	
Cllr A Leadbetter	May 2015	June 2017	
A Wise	September 2016	December 2016	
P Cunningham	May 2015		Hospitality, Tourism & Culture
D Goodchild	May 2015		Hospitality, Tourism & Culture
W Pearce	May 2015		Princesshay
M Richardson	May 2015		Fore Street / John Street / Market Street
H Scholes	May 2015		Transport Issues / Marketing Campaigns
P Rutherford	March 2016		Gandy / Queen Street
A S Thomas	February 2017		North / South Street
R Frame	August 2015		Guildhall / Lower High Street
A I McNeilly	October 016		Exeter Chamber of Commerce
D Otton	September 2016		Cathedral Yard / Cathedral Close / High Street South
L Simic	February 2017		High Street North & West / Castle Street
Cllr S Brimble	June 2017		Exeter City Council
Cllr S Barker	June 2017		Devon County Council
Vacant			Sidwell Street / Paris Street

- 8.4 A decision will be made about a future election for Sidwell Street / Paris Street once the new BID Manager is appointed.
- 8.5 The Exeter BID CEO was appointed August 2015 to deliver the Exeter BID Business Plan. Due to the resignation of the CEO in May 2016, the Board of Directors renamed the post to Manager and following a robust recruitment

process, appointed Ann Hunter. Ann is relocating from London and brings with her nine years of experience working with BIDs, including her most recent position of Chief Executive of Make it Ealing and West Ealing Business Improvement District. Ann will take up the role late September 2017.

- 8.6 The Exeter BID Coordinator was appointed December 2015 to work alongside the BID CEO to assist in delivering the business plan.
- 8.7 An Exeter BID Monitoring Group has been set up, who meet approx. twice a year, to monitor income levels from the levy payers. Representatives from Business Rates and Growth & Enterprise attend, as well as the BID Manager and two BID Board Directors.

9. Delivery of the Exeter BID Business Plan

- 9.1 For the financial year ending 31 March 2016, 97% of the collectable BID levy was collected by Exeter City Council and transferred to Exeter BID. For the financial year just gone (31 March 2017), 95% of the BID levy was collected. This high % rate of collection enables for the full delivery of the business plan. Outstanding debt from both years have been rolled forward for collection by the City Council, which equates to £35,596.52.
- 9.2 One Voice Media were appointed to lead on the creation of a marketing and PR plan for the Exeter BID area. Believe In and Illicit Production Limited were both sub-contracted to develop a new website for the BID area.
- 9.3 A full update on progress on the delivery of the Exeter BID Business Plan 2015 – 2020 is included within Appendix 2, which includes year 1 and year 2 delivery.

10. How does the decision contribute to the Council's Corporate Plan?

- 11.1 The Exeter BID assists the City Council in delivering the following purposes, specifically for the BID area:
 - Make Exeter a stronger city
 - Provide great things for me to see and do
 - Help me run a successful business
 - Keep place looking good

11. What risks are there and how can they be reduced?

- 11.1 Continue with the Exeter BID Monitoring Group to address any issues regarding the collection of levy payments. To ensure Exeter BID continues beyond its term period (5 years) it is imperative it delivers the business plan within Appendix 2 and is able to evaluate its performance on an annual basis.

12. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults; economy; safety and the environment?

- 12.1 Promotional activity undertaken by Exeter BID will promote the BID area to all and will not discriminate. Projects and initiatives delivered by the BID improves the environment and safety of people visiting. The Welcome Team

are able to assist visitors to the BID area, which includes vulnerable adults and young people to ensure their safety.

13. Are there any other options?

13.1 Due to the successful BID vote, there are no other options.

Victoria Hatfield, Economy & Enterprise Manager

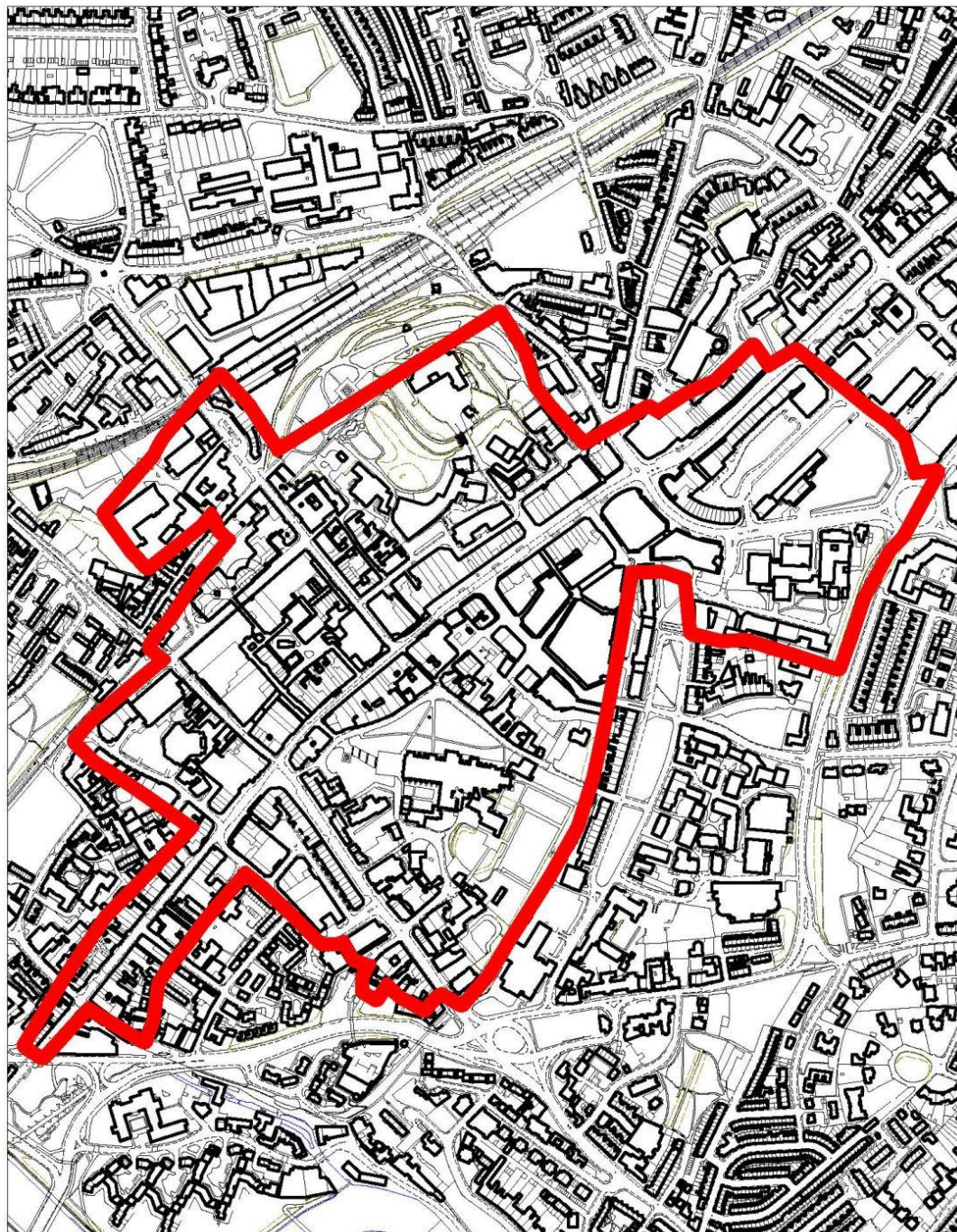
Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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APPENDIX 1 - Exeter BID levy area



↑ Exeter Bid Area 2014

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Exeter City Council, Civic Centre, Paris Street, Exeter, EX1 1NN

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Appendix 2 – Exeter BID Business Plan

Strategic Objective	Action	Year 1 update	Year 2 update
Spread The Word	A strategic marketing plan – to determine what Exeter stands for and where it sits in the region and beyond	Each year of the BID term One Voice Media will create and implement a marketing and PR plan. Years 1 & 2 combined is largely about establishing the In-Exeter brand locally and regionally, campaigns include short break advertising in Bath and Bristol, developing a city map, style in Exeter event and a festive Christmas campaign.	Same as previous year
	Coordinated national campaigns and communications – to take Exeter to London, Birmingham and many other cities in the UK and Europe	No update, future year project	Exeter BID advertising campaign for larger campaigns target Bath & Bristol. Activity includes adverts in Bath & Bristol Life, train station advertising and targeted social media advertising.
	A website – to provide a one-stop site providing all the information about Exeter in one place including a directory of all businesses in the BID area	<p>The newly designed website for In-Exeter, www.inexeter.com went live in June. The website is aimed at both residents and visitors to Exeter, providing information and news about events, promotions, businesses and attractions available to visitors from BID levy payers and partners. Each levy payer has their own web page.</p> <p>The website focuses on four key areas:</p> <ul style="list-style-type: none"> * Go Shopping * Eat, Drink & Stay * See and Do * City Business 	<p>June 2016, the BID launched the www.InExeter.com brand, under which we market BID businesses and the city to residents and visitors.</p> <p>The brand channels include a website, Facebook, Twitter and Instagram accounts, E-newsletters, and PR, marketing and event campaigns.</p> <p>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</p>

		<p>Plus:</p> <ul style="list-style-type: none"> * Business Directory * What's On * News & Offers 	<p>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.</p> <p>The website, which includes a directory page for each levy payer displaying information about their business, images, special offers, news and events attracted more than 15,000 users in its first 10 months.</p> <p>Following the brand launch a Exeter BID Map was created – 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.</p> <p>Summer 2017 the BID are producing an updated version of the map and distributing 10,000 copies to tourists within the South West and another 5,000 copies across key attractions in the city.</p>
	Social Media – deliver a comprehensive social media presence to give timely information about everything that is happening in the city	Since October 2015 we have been actively promoting the Exeter BID area on Facebook, Twitter and Instagram using the In-Exeter brand. The In-Exeter accounts offer general information, news, offers, competitions and what's on information to residents and visitors to the city. Each day	BID member businesses, news on activities taking place in the Exeter BID area, competitions, offers and general information continue to be actively promoted on Facebook, Twitter and Instagram using the In-Exeter brand. The daily practice of concentrating on a

		<p>a different BID area is the focus of our social media content, this is done on a rolling basis. This structured format enables to us to promote each area regularly and means we are able to highlight levy paying businesses in those areas fairly. One Voice also re-tweet, share, like and comment on posts that we have been tagged in and also those they feel would be relevant to In-Exeter followers.</p>	<p>different BID area remains the focus of our social media content. With over 640 BID-member businesses across eight areas to cover, this structured format enables to us to provide regular and fair promotion. One Voice continues to re-tweet, share, like and comment on posts that we have been tagged in and those that would be relevant to In-Exeter followers.</p> <p>At the end of March 2017, there were 4,887 Facebook followers, 1948 Instagram followers and 2,971 Twitter followers – 9,806 social media followers in total.</p>
Exciting Exeter	<p>A programme of high-profile events throughout the year, tailored to a theme or area of the city</p>	<p>No update, future year project</p>	<p>The Summer Starts Here campaign with the Weekend Starts Here event ran on 26th & 27th August 2016.</p> <p>This was the BID's first, family-friendly event, that took place in locations throughout the BID area. The event was free for everyone to enjoy, and provided live music, kids' activities, street performers in Fore St, South St, High St, Queen St and Sidwell Street.</p> <p>The BID advertising campaign targeted Bath & Bristol, and activity included adverts in Bath & Bristol Life, train station advertising and targeted social media advertising.</p> <p>Data capture - Social advertising (Bath and</p>

			<p>Bristol combined) reach – 15,776; clicks through to website – 516.</p> <p>Timed with Independence Day the BID compiled two features for Exeter Living magazine.</p> <p>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.</p> <p>The event had a positive impact on footfall into the area, with Friday 85,075 visitors + 4.1% week-on-week / Saturday: 94,948 visitors +7.7% week-on-week There were 444 visits to the web page of which 406 were unique.</p> <p>The event's post on Facebook reached 6.5k, 906 viewed and 172 responded.</p> <p>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.</p> <p>The BID compiled an E-newsletter that was sent to 280 email addresses, 39.6% open</p>
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			<p>rate, 4.7% click through.</p> <p>Throughout the campaign period social media supported the campaigns and events in the city.</p> <p>In Exeter website hosted a competition, which was available through Devon & Somerset Life (online only). We received 6,149 entries, and achieved data capture of 1,135.</p> <p>8 & 9 October, the BID held Style in Exeter, a two-day event showcasing 30 fashion retailers from within the BID area. The event featured clothing from independents and department stores, with each business displaying a range of their latest fashions.</p> <p>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.</p> <p>A Style in Exeter sub-group was created, which included One Voice Media, Princesshay, Guildhall Shopping Centre, Gandy St and Fore St representatives.</p> <p>Regular meetings were held and updates shared with retailers signed up to the</p>
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			<p>event.</p> <p>A tool kit was created for levy payers and stakeholders to promote the event, and a media partnership set up with Exeter Living.</p> <p>The PR launch took place on 7 October in Artigianos – local bloggers and media were invited for a sneak peek of the outfits featured on the catwalk.</p> <p>A print ad campaign was organised through Press & Lifestyle Medi, as well as a seven-day ad campaign with Radio Exe.</p> <p>A 4-week social calendar was created for Facebook, Twitter & Instagram. A dedicated website campaign page was live from 7th September. Leaflets were distributed at Exeter University's Freshers' Fair and across the city.</p> <p>Two online national competitions with Woman and Home and In Style, generated over 25,000 entries.</p>
	An Exeter Welcome Team – employ a team of uniformed wardens who will act as our eyes and ears on the street and welcome and direct Exeter's customers to find those hidden	Introduced in December 2015, the Welcome Team of Paul, Myra and Darren, have brought their experience gained from retail or business backgrounds to the streets of the BID and are now an important part of the Exeter BID's	The Welcome Team, otherwise known as the BID's Ambassadors, continues to utilise the broad assortment of skills they have gained from their previous retail, business or catering backgrounds.

	<p>gems as well as the retail core</p>	<p>commitment to communicating with visitors to the area and with our levy payers.</p> <p>Easily identified by their smart suited uniform, two members of the team walk through the streets of the BID area each day, but no two days are the same.</p> <p>Daily tasks include offering assistance and sharing their excellent local knowledge with visitors, liaising with our levy payers to ensure sure any issues raised are dealt with in a timely and professional manner, and keeping a watchful eye to spot any maintenance or cleansing issues that need to be reported back to the BID office.</p>	<p>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.</p> <p>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.</p> <p>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:</p> <p>Environmental; 127 Cleansing – 158 Anti-Social – 25 BID Related – 16 Visitor Welcomes – 24,075 Visits to Levy Payers – 3,428</p>
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	Coordination of marketing and promotion of all events and activities	The appointment of One Voice Media as the BID's publicity and marketing partner after a robust tender process was a key step forward in ensuring the BID area, its events and activities are presented to a local, regional and national audience in a professional manner.	One Voice Media continue to work as the BID's publicity and marketing partner. Regular meetings are held between OVM and the BID office, as well as monthly BID Marketing Group meetings chaired by OVM. The team also report each month to the BID's board of Directors.
	Christmas lights through- out the BID area	Plans for the 2015 Christmas Lights Switch-On were already in place prior to the start of the BID. The 2016 switch-on will be run by the BID. During our first year, we researched suppliers of Christmas lights from across Europe, and invited 8 companies to visit the City to provide quotes for a new, revamped design that will be introduced across the BID area for Christmas 2016. The chosen design, provided by The Festive Lighting Company, promises to be a great attraction.	<p>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.</p> <p>The BID 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.</p> <p>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. Some installations needed to be delayed due to Cathedral Green being cordoned off for the fire at the Royal Clarence Hotel.</p> <p>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-</p>

			<p>changing feature suspended across the centre of the High Street.</p> <p>Four-hours of live music entertainment, featuring local bands, school children, solo artists, and an X-Factor finalist was presented, and the event was broadcast live on Radio Exe.</p> <p>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.</p> <p>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.</p>
	Christmas promotions and events in the lead weeks up to Christmas to build footfall atmosphere and excitement in the city	The existing Christmas light designs were enhanced with the addition of live street entertainment and the introduction of the Winter Voucher Passport, which offered shoppers over £1,500 worth of vouchers that could be redeemed with businesses across the BID area, 100,000 of these were circulated throughout Devon and locally within Exeter.	<p>The BID funded for 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.</p> <p>100,000 copies of the Christmas in Exeter leaflet were distributed, promoting the City as the ideal location for shopping & dining.</p> <p>During the weeks preceding the switch-on, Radio Exe ran competitions linked to the event.</p>
	Food Festival and RWC links to	BID supported the City Council's street	BID invested £2,046 financial support into

	BID area – take advantage of these major events in the city to ensure they have relevance across the BID area	dressings work as part of the RWC with an additional investment of £6k to cover even more areas of the city centre. BID also invested financial support into this year's Food Festival allowing increased regional marketing.	this year's Food Festival allowing increased regional marketing.
	Stretch the shopping day – Increase the opportunity for customers to shop after 5.30pm by providing comprehensive promotional campaign to support those businesses that want to offer this service	Work underway to identify options and opportunities to bridge the gap between daytime and evening economies. Currently two separate working parties considering each strand with intention of pulling them together when ready.	No update, future year project
	Area identity schemes e.g. Fore Street Creative & Bohemian, South Street Parties & Celebrations, Gandy Street Hidden Gem, Sidwell Street Gateway to the City to encourage customers to visit those parts of the city that are away from the High Street	No update, future year project	No update, future year project
	Enhance the Exeter Trails initiative – build on this already successful initiative, grow it and make it sustainable for independent retail in the city	In scope of BID marketing team. Trails will be developed within BID marketing work but will retain its identity.	Same as previous year
Welcome and Safe	Staff discount bus fares monthly / quarterly / annual tickets – the BID team will work with Stagecoach to provide a preferential discount season	Thanks to cooperation from Stagecoach, an employee who will hold a BID member benefit card is eligible for a 10% discount on the cost of their 13 and 52 week Exeter, Exeter Plus and Gold Megariders.	Same as previous year

	ticket for staff working within the BID area to help you to recruit and retain the best people		
	A car parking discount scheme for staff in the BID area – we will negotiate with Exeter City Council to bring in a limited scheme to offer discounted parking in selected car parks for staff working in the BID area	No update, future year project	No update, future year project
	A parking redemption scheme for customers to be promoted by the BID on behalf of business. Encourage our customers to stay longer and shop more by offering to contribute to their parking fee	No update, future year project	No update, future year project
	Way-marking schemes – to get people to the interesting and quirky side streets full of independent businesses. Install colourful and themed way-markers for the streets off the main drag that will encourage shoppers to explore	No update, future year project	No update, future year project
	Coordinate commercial waste disposal services	No update, future year project	Following a robust procurement process, where eight waste collection providers were consulted, BID negotiated special deals with waste management service organisations Exeter City Council and Devon Contract Waste, to provide enhanced waste collection services at

			<p>reduced prices to BID levy payers.</p> <p>The services include specialist services for different waste types, including refuse, recycling, glass and food waste. Both organisations will provide multiple collection times throughout the week for businesses.</p> <p>While the new deals have been negotiated to lower costs for businesses, it is also hoped that the increased collection times will support Exeter BID's vision of a cleaner city for businesses, residents and visitors, together with the Enhanced Street Cleaning Service launched by BID in May 2016.</p>
	Organise a clean-up scheme with community payback scheme	<p>Early discussions with staff from Dorset, Devon and Cornwall Community Rehabilitation Company have proved beneficial in bringing the introduction of this service nearer for implementation in Year 2.</p> <p>The scheme will mean further manpower is available to address projects including litter removal, clearing undergrowth, redecorating public spaces and removing graffiti.</p> <p>Involvement in these projects will provide useful skills for offenders to help them return to the workplace.</p>	No update, future year project

	Negotiate with Exeter City Council to enhance cleansing with an additional hot wash service	<p>The Exeter BID has introduced an enhanced street cleaning service with the appointment of an operative, Sean, who has taken on the role.</p> <p>The service, funded solely by the BID, provides additional cleaning to the streets of the BID area with use of machines capable of hot washing pavements and removing chewing gum.</p> <p>One vital piece of kit that will prove a huge asset in keeping the streets of the area clean is the purchase of the BID's own electric vehicle that will allow Sean to collect waste and have a jet wash on hand as well.</p> <p>Thanks to a radio link with the Welcome Team and the BID office, Sean can respond to issues reported by his colleagues or the levy payers. To help make reporting even easier, levy payers will have access to a mobile number hotline for rapid-response cleaning.</p>	<p>Since its introduction in May 2016, the 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.</p> <p>Since October 2016, the BID's street operative has been keeping a weekly diary of his work, to enable reporting of his activities. The figures for the period October 2016 to end of June 2017:</p> <p>Number of street cleaning visits – 1,098 A street cleaning visit is a single visit to one of the 44 streets within the Exeter BID area.</p> <p>Number of cleaning tasks completed – 904 A cleaning task is a type of cleaning job carried out, e.g. jet-washing a pavement, clearing rubbish, removing graffiti, etc.</p>
	Recruit a Welcome Team – to provide a rapid reporting service for defects and littering	No update as yet	Refer to the Welcome Team section under Exciting Exeter.
	Purple Flag – The BID will achieve the gold standard of management for the night time economy – this will give customers the confidence to know that Exeter is a safe place in which to enjoy a night out	The BID has given £2000 financial support to “Best Bar None Exeter”, part of the national scheme. Involvement in this scheme is viewed as an important precursor to submitting a Purple Flag application, an accreditation process that awards towns and city centres for	For the second year running, the BID has provided £2,000 financial support to “Best Bar None Exeter”, part of the national scheme.

		standards of excellence in managing the evening and night time economy.	
	Exeter Business Against Crime – grow and develop the radio link scheme for all businesses in the Bid area, to provide an effective early warning system to fight crime and share information.	No update, future year project	The BID board have agreed to provide EBAC with £10,000 funding p/a for the next 3-years. BID is looking at whether a discount is offered to all BID businesses towards EBAC membership, or whether radios are provided free to some businesses.
Looking after business	Recruit a BID Board	<p>In March 2015 nominations were sought to form the new BID Board, following the successful 'YES' vote.</p> <p>The first six members were elected in April 2015, with the following two voted in during May.</p> <p>This democratic process continues whenever a Director chose to step down from their post.</p>	<p>During 2015/16 the BID held two separate elections following the departure of some of the board members.</p> <p>Unfortunately, the person who was elected in September 2016 to represent Area 1 (Paris Street and Sidwell Street) was relocated by his employer to a new location outside of the BID area. Area 1 remains a vacant board position, for which another election is planned.</p> <p>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).</p> <p>All board members, past and present, are listed on the Companies House website, https://goo.gl/nsh3Tp</p> <p>This democratic process continues</p>

			whenever a Director chose to step down from their post.
	Better Communication – we will ensure that there is a website with up to date information constantly available	<p>The BID's commercial website, www.exeterbid.co.uk, has been integral in communicating developments to levy payers and conducting surveys with the BID community.</p> <p>In September the BID ran a "Meet the Board" event inviting BID levy payers to meet Craig Bulley (CEO) and the Board. The BID's first Levy Payers Newsletter was published in December, with subsequent issues following on an almost monthly basis. Each newsletter contains the latest updates from the BID office, including initiatives, marketing plans and PR coverage.</p> <p>As well as being emailed to each levy payer, the newsletter is published online via the members' section of the exeterbid.co.uk website. This section also includes copies of the BID's baseline service agreements, voting information at election times and access to surveys.</p> <p>March 2015 saw the introduction of a weekly Welcome Team Blog where the activities of the team were shared, as well as the weekly statistics showing their interaction with the public and levy payers.</p>	<p>The BID's commercial website, www.exeterbid.co.uk continues to be integral in communicating developments to levy payers and conducting surveys with the BID community.</p> <p>The BID's monthly E-newsletter is distributed to over two-thirds of the 640 member businesses who have provided email addresses and have consented to receive the publication. The E-newsletter contains the latest updates from the BID office, a weekly Welcome Team Blog where the activities of the team are shared, as well as the weekly statistics showing their interaction with the public and levy payers. Initiatives, marketing plans and PR coverage is also included.</p> <p>When it was first introduced, the E-newsletter was also published online via the Members' Area of the exeterbid.co.uk website. However, to improve communication and increase awareness of the BID's activities, the E-newsletter can now be viewed in the Latest News section, which is accessible to all.</p> <p>Access to the BID's baseline service agreements, voting information at election</p>

			times and the opportunity to participate in surveys remain possible via the BID's commercial website.
	Networking meetings – we will facilitate meetings for streets and areas in the BID area so you can share information and good practice with colleagues	No update, future year project	No update, future year project
	The BID Welcome Team will be a first point of contact on the streets	No update, future year project	Refer to the Welcome Team section under Exciting Exeter.
	Strength in numbers – 640 businesses will have real influence and clout	No update, future year project	No update, future year project
	Bulk purchase insurance scheme - many BID's across the UK have negotiated bulk purchase deals with insurance providers to secure discounts for BID members. Exeter BID would look to do the same for BID voters in the city.	After a process of tender and consultation, Exeter BID has selected Meercat Associates as its partner in helping businesses in the BID area save money on business costs such as utilities and insurance by using the collective buying power of the levy paying members. The service will be free to all Exeter BID members	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, and Communications.
	Energy saving and cost reduction scheme – the BID will work with established agents in the business of cost saving reductions for energy bills		
	Waste cardboard initiative – the BID will look to build a scheme to collect waste cardboard for recycling to save business commercial waste costs	No update, future year project	Refer to commercial waste section under Welcome and Safe

	Digital High Street and other training opportunities – to ensure that Exeter businesses can compete on digital platforms	No update, future year project	The introduction of an Exeter App is in the early stages of development in collaboration with PlaceDashboard who provide historical information on visits, patterns, origins, competitors, audience affinity and audience trends. Exeter BID is one of the few organisations that has access to this data during its fledgling stage of development.
	Welcome Host training for employees in the BID area	No update, future year project	No update, future year project
	Footfall counters to measure success. The BID will install additional cameras to encourage investment, provide evidence of its success and to support its activities.	There are now five footfall cameras in operation located across the BID area. The cameras provide weekly footfall totals that can be compared with local and national figures.	<p>In 2016, two additional footfall cameras were installed, bringing the total to five located across the BID area at the following locations:</p> <ul style="list-style-type: none"> · At the corner of Paris Street and High Street at Next · Queen Street – opposite Las Iguanas · Fore Street – opposite 83 Fore Street · At the entrance to Cathedral Yard at Broadgate – between Trail Finders and Jack Wills · At the entrance to the Guildhall Shopping & Dining Centre on High Street, opposite Jack Wills <p>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</p>

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