



inexeter

your Business Improvement District

start
here

Proposed Income and Expenditure 2018-2019 Report of Activities 2017-2018

In 2017 – 2018, the third year of the Business Improvement District term, Exeter BID / InExeter have cemented the core services which benefit our city centre businesses, implemented new programmes to support business and promoted Exeter as a vibrant place to do business, shop, live and visit.

Your business improvement district, is managed by a Board of Directors representing each quarter of the city centre area, meaning that local businesses control the BID and have a direct say in how the levy collected is spent for the benefit of business. Businesses with a rateable value (RV) of £7,500 or more in the 2010 Rateable Valuation list contribute 1% of RV towards the BID. The fund collected is ringfenced and invested back into business and Exeter.

In 2018-2019 the BID shall continue to roll out events, improvements and schemes to ensure your business and the city flourishes, making sure businesses have a direct say in what those projects are. Together, we shall ensure Exeter thrives.

This information leaflet will review last year's activities and achievements and outline how your levy shall be invested in the next year. We shall remain proactive in our outlook and committed to supporting business.

In March 2018 we changed our company name from Exeter BID to InExeter, amalgamating all our projects, events and programmes under one name.

For full information about InExeter, your business improvement district go to www.inexeter.com

Directors of Exeter BID Ltd as at March 2018 are:

Cllr Stuart Barker
Devon County Council

Cllr Stephen Brimble
Exeter City Council

Patrick Cunningham
Exeter Pheonix

Ray Frame
Wilko

Dave Goodchild
Exeter Cavern

Andrew McNeilly
Guildhall Shopping & Dining

Daisy Otton
Morgan and Pope

Wayne Pearce, Chair
Princesshay

Michelle Pugh
Trinity Mirror

Mattie Richardson
Bunyip Craft

Philippa Rutherford
Mantis

Helen Scholes
Stagecoach

Anthony Thomas
Dancsi Dance Studio

Review 2017 – 2018

Following the Business Plan 2015-2020 we work under four themes, Spread the Word, Exciting Exeter, Welcome and Safe and Looking after Business.

Exciting Exeter

Events and activities are a great way to showcase the city and to attract new and old customers to come to the city, stay longer and spend more. In 2017-2018 we:

- Installed bespoke Christmas lights across the city in over 18 separate locations which included 225 illuminated decorations with over 2,150m of low-energy LED lights;
- Hired 8 acts who provided 90-minutes of live entertainment every Thursday late night and Sunday afternoon from switch-on night through to 21 December, bringing festivity to the city centre;
- Organised and hosted in partnership with Radio Exe the city Christmas light switch-on event which included 3 hours of live music entertainment showcasing music acts from the Exeter area, including students from Exeter College's Performing Arts course, resulting in a 44.9% increase in footfall for the week of the switch-on compared to the previous week and a reach of 193,424 people with 7,997 responses on Facebook;
- Ran a 12 streets of Christmas historical and promotional campaign with Radio Exe in the run up to Christmas;
- Launched a 'Star in Exeter', competition to find a local music act to perform live at the event;
- Published and distributed 75,000 copies of a printed Christmas in Exeter leaflet promoting retail, events and information on everything visitors could find in Exeter during the festive period;
- Supported local Exeter community groups and events such as; Art Week Exeter, Lost Weekend, Exeter Santa Run, Gandy Street summer fete and countdown to Christmas;
- Launched a Summer of Independents campaign on 4th July to showcase the wide variety of independent businesses trading within the Exeter BID area, via Radio Exe, Exeter Living, distributing over 10,000 voting cards to eligible businesses and opening an online voting option, with 1658 votes received for a total of 117 businesses;
- Ran campaigns such as 10 reasons we love Exeter, Explore Exeter, Explore Gandy Street.
- Hosted a 'Style in Exeter' event and campaign featuring 34 retailers which recorded a 7% year on year increase in footfall;
- Supported the 4 Fore Street Flea events arranging road closures and supporting marketing;
- Sponsored 5 chalets at the Cathedral Christmas Market for independent traders;
- Dressed the city with bunting, Chinese lanterns and umbrellas to add colour to our high streets;
- Wrapped empty shop front with colourful vinyl's;
- Offered businesses free photography sessions to help promote and market the city.

Spread the word

Marketing and promoting the city and business.

In 2017-2018 we:

- Delivered a marketing and PR campaign for the city through One Voice Media;
- Updated and refreshed the www.inwexeter.com website;
- Grew social media channel followers for @tweetinExeter / inxeter;

	Facebook /inExeter	Instagram @in_Exeter	InExeter Twitter @tweetinExeter
2016/17	4636	1759	2821
2017/18	5580	2420	3779
% change YOY	+20.4%	+37.6%	+34%

- Distributed 15,000 copies of the 2nd edition of the inxeter map with 10,000 copies distributed to tourism and leisure sites across Devon and 5,000 distributed in the city;
- Generated print and digital PR coverage with a value of more than £100,000, with radio and TV coverage in addition.

Looking after business

Core business services including representation, consultation responses, support, information and saving businesses money.

In 2017 – 2018 we:

- Recorded, through our Welcome Team ambassadors, 133 Environmental reports, 25 Anti-Social reports, welcomed 26,811 visitors and made 3,532 visits to BID member businesses;
- Installed 5 footfall cameras to record city centre figures throughout the year;
- Offered contract renegotiation through a joint procurement arrangement with Meercat Associates across 9 areas including, Energy, Telecoms, Pest Control, Health & Safety, Stationery, Merchant Fees, Water and Utilities saving 37 businesses £51,157;
- Ran 3 free courses in First Aid, Customer Service and Level 2 Food Safety attended by 25 people across 9 businesses.

Welcome and safe

Projects such as wayfinding, signposting, travel discounts, cleaning, waste removal and reporting are key to the environment. In 2017-2018 we:

- Carried out 2,915 street cleaning visits and 3,179 cleaning tasks were completed of which 44 were graffiti removal;
- Extended our additional street cleaning service from 5 to 7 days a week;
- Supported ExeAccess towards the provision of mobility equipment to enable access to the city.

Plans 2018 – 2019

In addition to our existing services and projects the BID will be focusing its attention on promoting Exeter and identifying future business priorities as the BID enters its fourth year.

Exciting Exeter

Events and activities are a great way to showcase the city and to attract new and old customers to come to the city, stay longer and spend more. In 2018-2019 we will:

- Extend, improve and upgrade the city Christmas light illuminations;
- Hold a first class, free Christmas Lights switch on event offering opportunities for local schools and groups to showcase talent;
- Support a variety of community and cultural groups through an open application process and in 2018 sponsor, Exeter Street Arts Festival. RAMM's Carnival of the Animals, Big Screen in the Park and ExeAccess.
- Support the University of Exeter Chinese New Year celebrations and dress the city with red Chinese lanterns;
- Explore options for markets and fairs across the city centre.

Looking after business

Providing value for money is our key focus. Commitment and dedication from our members feeds into the projects we develop ensuring they are relevant to the needs of our local businesses. Our goal is to offer our members opportunities in which to collaborate and improve efficiencies of scale and consolidate buying power. In 2018-2019 we aim to:

- Offer free collections of waste electrical and electronic equipment through our partnership with BINNIT reducing the amount of materials ending up in general waste and saving businesses money;
- Continue to offer our additional cleansing and cleaning service with our cleansing team who work hard to keep our city graffiti free and clean;
- Extend our free training courses to benefit our businesses;

Spread the word

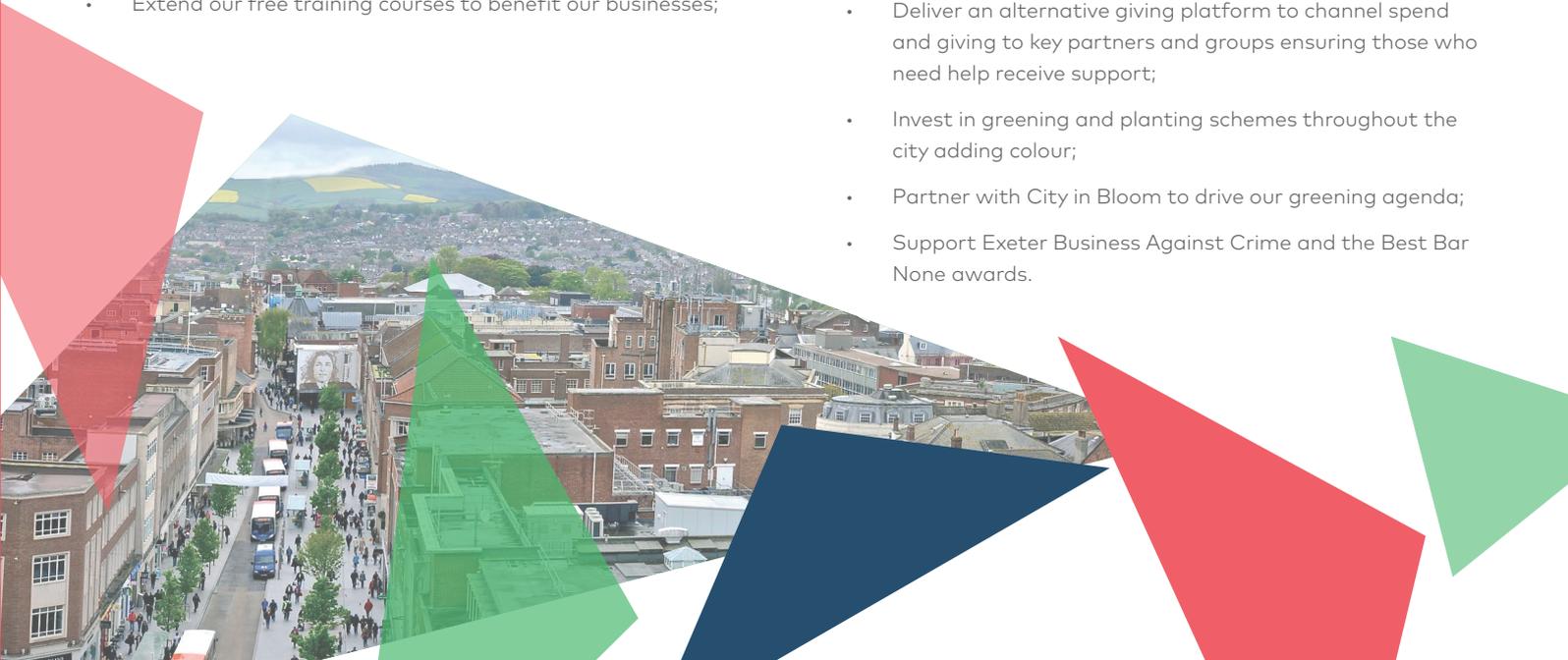
Our city offers a diverse mix of independent business, creative and cultural centres, branded names, restaurants, cafes and pubs and we'll celebrate all our city centre businesses across all channels. In 2018-2019 we aim to:

- Launch an Independents Advisory Group with a £30,000 fund to spend on projects and schemes to celebrate our city independents; here collaboration and partnership will ensure our city independents thrive;
- Run 4 targeted campaigns along the themes of: Food & Drink, Summer of Independents, Style in Exeter and Celebrate Christmas, offering businesses opportunities. These will put a spotlight on the city and drive footfall;
- Support the Exeter Festival of Food and Drink, sponsoring the bags that will include a guide to eating and drinking in Exeter. Offer free stands to our food retailers to showcase their businesses;
- Run a weekly #FinditinExeter social media campaign which will highlight one business across all our social media platforms;
- Promote our website www.inexeter.com as the go to place for all information about what is happening in Exeter;
- Manage social media profiles @tweetinExeter and /inexeter offering up to date information on all things Exeter.

Welcome and safe

Projects such as wayfinding, signposting, travel discounts, cleaning, waste removal and reporting are key to the environment. In 2018-2019 we will:

- Update our Welcome Team ambassador uniforms;
- Work in collaboration with Exeter Community Safety Partnership to ensure our city centre is a safe environment;
- Deliver an alternative giving platform to channel spend and giving to key partners and groups ensuring those who need help receive support;
- Invest in greening and planting schemes throughout the city adding colour;
- Partner with City in Bloom to drive our greening agenda;
- Support Exeter Business Against Crime and the Best Bar None awards.



Financial Table

Forecast Income & Expenditure*

Anticipated Income & Expenditure

2017 - 2018

2018 - 2019

Income	2017 - 2018	2018 - 2019
BID Levy**	456,000	460,750
Associate membership	225	1,000
Sponsorship & grants	7,000	20,000
	463,225	481,750
Expenditure		
Marketing and PR campaigns	£70,000	£70,000
Inexeter.com website	£2,500	£1,000
Social media and business photography	£2,000	£1,500
Marketing materials	£11,400	£1,500
InExeter promotional items	£3,150	£900
	£89,050	£74,900
Summer & Style InExeter events	£4,300	£30,000
Festive lights	£53,000	£63,000
Supported city wide Christmas events	£7,900	£0
Christmas Lights switch on event	£23,000	£25,000
Christmas Market	£12,900	£15,000
Exeter Festival of Food & Drink	£2,165	£4,000
Area identity schemes	£4,850	£4,500
Exeter trails	£100	£3,000
Supported Events (community applications)	£20,000	£12,000
Exeter In Bloom Support	£2,500	£1,000
Exeter Cultural Partnership Support	£7,000	£7,000
City Dressing	£20,000	£20,000
Independents Advisory Group	£0	£30,000
Area spend	£0	£12,000
	£157,715	£226,500
Welcome team ambassadors	£95,000	£98,000
Cleansing and cleaning team	£52,000	£52,000
Waste Electrical & Electronic Equipment collection	£0	£8,000
Exeter Business Against Crime & Purple Flag & Best Bar None	£4,000	£5,000
Improvements and Greening	£8,000	£15,000
	£159,000	£178,000
Communications, newsletters & networking	£1,900	£3,350
Meercat joint procurement scheme	£15,000	£15,000
Training and Development for business	£3,000	£10,000
Springboard footfall cameras	£12,720	£12,720
Place Dashboard membership	£6,000	£0
	£38,620	£41,070
Management team	£87,500	£87,500
Legal fees	£1,600	£1,600
Finance fees	£5,700	£5,700
General office	£6,000	£6,000
Insurance	£1,000	£1,000
Memberships & Subscriptions	£1,200	£1,200
Training & Development	£1,000	£2,000
	£104,000	£105,000
*Correct at 27 February 2018, forecast to 31 March 2018		
**Figure shown is actual amount collected as at 7 February 2018 from a billed £481,703		
	£548,385	£625,470
Surplus (Deficit)	(£85,160)	(£143,720)
Brought forward	£229,567	£144,407
Carried forward	£144,407	

For more information about InExeter business improvement district please contact the team on:

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W: www.inexeter.com

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EXETER BID
INVESTING IN OUR FUTURE

 business improvement district

Registered in England,
company number 7376128