



INEXETER, YOUR BUSINESS IMPROVEMENT DISTRICT

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

In 2018 – 2019, the fourth year of the Business Improvement District term, InExeter has continued to deliver against the business plan 2015-2020, but in addition to these core services, rolled out new programmes and projects to support and benefit your business. 2018-2019 was a tremendously exciting year with a series of standout wins, including a sellout Slow Fashion event in Exeter Cathedral, the launch of a new independent gift card, a new food and drink publication, a new concept Christmas light illumination event which brought over 24,000 people to the city, new artwork installations and greater engagement with partners, stakeholders and businesses.



Your business improvement district, InExeter, 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 Valuation list contribute 1% of RV towards the BID. The fund collected is ringfenced and invested back into business and Exeter. In January 2019 InExeter welcomed a new Chair of the company. Patrick Cunningham, Director, Exeter Phoenix now heads the Board with Andrew McNeilly, Centre Director, Guildhall Shopping and Dining in the Vice Chair position.

In 2019-2020, the last year of the current term, 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 the last year’s activities and achievements and outline how your levy shall be invested in the next year. As ever, we remain proactive in our outlook and committed to supporting business.

For full information about the work of InExeter go to www.inexeter.com

Our Board of Directors as at March 2019

Chair - Patrick Cunningham, Exeter Phoenix

Vice Chair - Andrew McNeilly, Guildhall Shopping and Dining

Martin Gibbon, Stagecoach

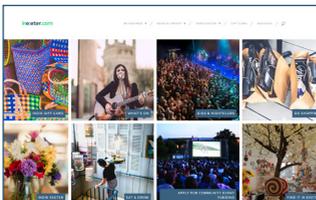
Cllr Rufus Gilbert Devon County Council
David Goodchild, Exeter Cavern

Cllr David Harvey, Exeter City Council
Ray Frame, Wilko

Daisy Otton, Wollen Michelmore
Philip Parkinson, Café Espresso

Wayne Pearce, Princesshay
Michelle Pugh, Reach Plc

Mattie Richardson, Bunyip Craft
Philippa Rutherford, Mantis
Anthony Thomas, Hunters



A REVIEW OF 2018-2019

Spread the word

Marketing and promoting the city and business.

In 2018-2019 we:

- ▶ Delivered a comprehensive marketing and PR campaign for the city through One Voice Media focused on the 4 key themes of, food & drink, summer of independents, style in Exeter and Christmas;
- ▶ Launched a new series of social media campaigns including #finditinexeter and #letthemchoose. #FinditinExeter has seen over 45 independent businesses featured;
- ▶ Updated and refreshed the www.inexeter.com website;
- ▶ Launched an Independents Advisory Group with a £30,000 fund to spend on projects and scheme to celebrate our city independents.
 - ▶ New Independent Gift Card launched 1 November 2018 with card sales to March 2019 of £4,615 and redeemed sales across 37 stores of £1,656;
 - ▶ A new Facebook closed group to connect independents;
 - ▶ Video trails of each independent area in Exeter promoting stores and local streets;
- ▶ Grew social media channel followers for @tweet_inexeter /inexeter.

| | Facebook | Instagram | InExeter Twitter |
|-----------|----------|-----------|------------------|
| 2016/17 | 4,636 | 1,759 | 2,821 |
| 2017/18 | 5,580 | 2,420 | 3,779 |
| 2018/2019 | 6,790 | 4,350 | 4,522 |

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:

- ▶ Installed more bespoke Christmas lights across the city in over 24 separate locations with new lights added in Castle Street, Fore Street, North Street and Cathedral Yard;
- ▶ Hosted a new concept Christmas light switch on event, closing the High Street to buses for an all-day celebration focused on families, which attracted over 24,000 for the main illumination;
- ▶ Launched a 'Star in Exeter' and 'Star under 16' competition to find a local music act to perform live at the event and switch on the lights;
- ▶ Worked with partners across the city to publish a new 'Guide to Christmas in Exeter';
- ▶ Supported local Exeter community groups and events such as; Exeter Santa Run, RAMM 150th celebration Parade of Animals, Exe Access, University of Exeter Chinese New Year festival and Big Screen in the Park;
- ▶ Commissioned artwork by local artist Aylwyn Bowen and installed his graphics of heritage buildings in Exeter on Queen Street bridge and on Castle Street;

- ▶ Worked with the Exeter Festival of Food & Drink to facilitate 6 of our independent traders to have a stand at the event in Northernhay Gardens;
- ▶ Sponsored 6 chalets at the Cathedral Christmas Markets for traders enabling 12 independents to attend;
- ▶ Published a new 'Guide to Food & Drink' in Exeter printing and distributing over 10,000;



- ▶ Installed lanterns to celebrate Chinese New Year in February 2018 and 120 coloured umbrellas in April to add vibrancy to the city. Social media competitions were launched to celebrate the campaign.

Welcome and safe

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

- ▶ Carried out 7,873 street cleaning visits and 9,486 cleaning tasks were completed of which 35 were graffiti removal;
- ▶ Distributed information about the cleansing service to our business members ensuring the scheme is fully utilised;
- ▶ Attended working group meetings with Exeter Cathedral to discuss issues of concern around anti-social behaviour, litter, waste and use of the green space;
- ▶ Invested in the Best Bar None scheme to fund licensed premises accreditations.

Looking after business

Core business services including representation, consultation responses, support, information and saving businesses money. In 2018 – 2019 we:

- ▶ Recorded, through our three Welcome Team ambassadors, 262 Environmental reports, welcomed 33,834 visitors and made 4,144 visits to InExeter member businesses;
- ▶ Tracked city footfall from 5 cameras and distributed the figures via monthly dashboards;
- ▶ 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 15 businesses over £43,000;
- ▶ Launched free collections of food waste and waste electrical and electronic equipment through our partnership with BINIT reducing the amount of materials ending up in general waste and saving businesses money;
- ▶ Delivered 16 courses in topics ranging from First Aid at Work, Adult Mental Health Awareness, Customer Service, Level 2 Food Hygiene, Social Media, Intermediate Excel and GDPR with 46 individual businesses enrolling 111 members of staff.

INCOME AND EXPENDITURE 2019 - 2020

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 business across all channels. In 2019-2020 we aim to:

- ▶ Continue the Independents Advisory Group with a £20,000 fund to spend on projects and scheme to celebrate our city independents; here collaboration and partnership will ensure our city independents thrive;
- ▶ Promote the Independent Gift Card and start selling cards in businesses;
- ▶ 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;
- ▶ Extend our celebrations of food and drink with the launch of an EatExeter week;
- ▶ Continue to run a weekly #FinditInExeter social media campaign which will highlight one business across all our social media platforms;
- ▶ Manage social media profiles, Instagram in_exeter, Facebook /inexeter and Twitter @tweetinexeter;
- ▶ Manage social media profiles @tweet_inexeter and /inexeter offering up to date information on all things Exeter.

Exciting Exeter

Our high streets need to offer more, and we aim to programme in year-round events, arts, culture and experiences to attract footfall and encourage people to spend in Exeter. In 2019-2020 we aim to:

- ▶ Dress the city with Christmas light illuminations to celebrate the season;
- ▶ Look for new ways to celebrate the start of the festive season to ensure all areas of Exeter benefit and see uplift;
- ▶ Support a variety of community and cultural groups through an open application process and launch of an £8,000 fund;
- ▶ Explore options for markets and fairs across the city centre;
- ▶ Roll out the second year of our city dressing programme to add colour and vibrancy to the city.

Welcome and safe

Our aim is to ensure Exeter is the primary destination for the South West. Accessible, healthy, multi-use city centres are attracting investment and attention. It is our aim to ensure our city is cleaner and more sustainable than ever before. In 2019-2020 we aim to:

- ▶ Work in closer collaboration with Exeter Community Safety Partnership, Best Bar None group and EVANTE partners to ensure our city centre evening economy flourishes;
- ▶ Support the delivery of an alternative giving platform to channel spend and giving ensuring those who need help receive support;
- ▶ Invest in greening and planting schemes throughout the city adding colour in addition to our hanging baskets;
- ▶ Partner with City in Bloom to drive our greening agenda.

Looking after business

Providing value for money and business support are key aims. We offer our members opportunities in which to collaborate and improve efficiencies of scale and consolidate buying power. In 2019-2020 we aim to:

- ▶ Continue to offer our additional cleansing and cleaning service with our cleansing team who work hard to keep our city graffiti free and clean;
- ▶ Deliver more accredited training courses for all our member businesses;
- ▶ Further extend our free food waste collections and continue the free collection of waste electrical and electronic equipment;
- ▶ Help facilitate free plastic audits for businesses, publishing and circulating on local suppliers offering substitute products.

HAVE
YOUR
SAY

YOUR PRIORITIES
FOR BUSINESS
in:exeter

2020-2025

In 2019, InExeter will be engaging with businesses, community groups, stakeholders and partners to discuss priorities for the next BID term 2020-2025. A draft proposal will be published for comment mid-May, with a final Business Plan ready mid-year. The ballot will take place in October 2019.



FINANCIAL TABLE

Forecast income
& expenditure *
2018-2019

Anticipated income
& expenditure
2019-2020

INCOME

| | | |
|-------------------|----------|----------|
| BID Levy | £475,036 | £480,000 |
| Event Sponsorship | £12,708 | £25,000 |
| Other | £15,396 | £6,500 |
| Ballot | £0 | £35,000 |

INCOME TOTAL

£503,140

£546,500

EXPENDITURE

| | | |
|------------------------------|---------|---------|
| Marketing & PR | £70,000 | £55,000 |
| www.inexeter.com website | £1,500 | £2,500 |
| Social media and photography | £1,926 | £1,500 |

£73,426

£59,000

| | | |
|--|----------|---------|
| Events & activities | £128,800 | £40,000 |
| Christmas lights | £73,000 | £60,000 |
| Area identity & maps | £8,500 | £4,000 |
| Community Grant | £16,000 | £8,000 |
| Exeter In Bloom support | £500 | £500 |
| Exeter Cultural Partnership support | £7,000 | £0 |
| Independent retailers at Exeter Cathedral Christmas market | £13,890 | £8,000 |
| City Dressing | £46,000 | £12,000 |
| Independents Group | £29,000 | £20,000 |
| Area spend - each area (2k per area) | £3,986 | £8,000 |

£326,676

£160,500

| | | |
|--|---------|---------|
| Welcome team & business engagement | £91,000 | £45,000 |
| Additional hot wash and vehicle | £54,000 | £54,000 |
| Waste Electrical & Electronic equipment & food waste collections | £1,500 | £3,000 |
| Purple flag | £0 | £0 |
| Exeter Business Against Crime | £2,300 | £1,500 |
| Best Bar None | £1,400 | £1,500 |
| Improvements and Greening | £28,500 | £15,000 |

£178,700

£120,000

| | | |
|----------------------------------|---------|---------|
| Better communication | £7,800 | £0 |
| Meercat procurement services | £7,500 | £2,500 |
| Training and development courses | £6,100 | £4,000 |
| Footfall count cameras | £12,720 | £12,720 |

£34,120

£19,220

| | | |
|------------------------------|---------|---------|
| Management team | £85,000 | £85,000 |
| Levy collection | £1,800 | £1,800 |
| Accountant fees | £6,000 | £5,000 |
| Auditor fees | £2,650 | £2,500 |
| General office | £6,191 | £3,000 |
| Ballot costs | £3,689 | £21,000 |
| Insurance | £1,000 | £1,000 |
| Memberships & Subscriptions | £3,570 | £2,682 |
| Office Rent | £8,700 | £2,000 |
| Staff Training & Development | £688 | £0 |

£119,288

£127,982

EXPENDITURE TOTAL

£732,211

£482,702

| | | |
|---------------------------------------|-----------|----------|
| Total surplus (deficit) | -£229,071 | £63,798 |
| Profit / loss reserve carried forward | £166,595 | -£62,476 |
| Carried forward | -£62,476 | £1,322 |

*Correct as at 06 March 2019

** Figure shown is actual amount collected as at 06 March 2019

For more information about InExeter business improvement district please contact the team on
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Registered in England, company number 7376128