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Projects that could make a real difference to your town – and your business

As part of the development of a BID proposal for Banbury, this sheet outlines the projects which have been suggested for the town following extensive consultation with businesses.

A BID is a business-led and business-funded body, which means that businesses such as yours have a genuine voice, deciding and directing which extra services or activities you want for the area. We therefore urge you to register your views

on the following proposals, either by endorsing what you see or by suggesting any changes or additions to what is being put forwards.

We need the views of as many businesses as possible, so please tell us which projects you like and which you don't and give us your own ideas.

Your feedback is critically important to us and will directly shape the proposed BID Business Plan.

Better promoted

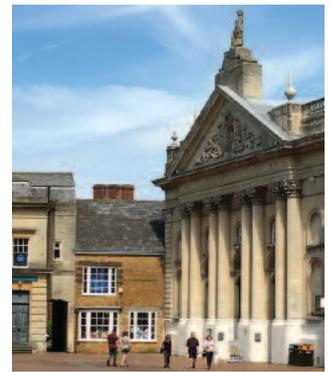
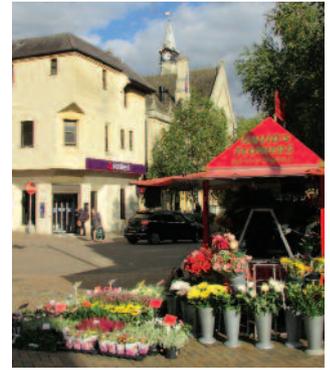
- Create high-quality town centre branding and imagery to support a series of year-round promotions targeted at key audiences and catchments.
- Carry out market research to identify how local people and visitors think the town could be improved and to identify potential new visitor sources.
- Develop marketing campaigns to highlight the strengths of Banbury, to include promoting our events, food and drink venues, retail offer, independent businesses and the key Christmas period.
- Produce and distribute a promotional town centre magazine in both print and online formats.
- Create targeted promotions to increase footfall during currently quieter trading periods.
- Oversee targeted Social Media campaigns to draw significantly more people into the town.

- Establish links with partner organisations to develop collaborative and co-ordinated projects which better promote the town's profile both regionally and nationally.

More vibrant

- Develop at least three major new town centre Festivals – business suggestions are sought on the theme for these.
- Work with partners to improve and expand the impact of established events to ensure that town centre businesses benefit even more from these.
- Develop a comprehensive programme of new street entertainment to cover different areas of the town.
- Introduce an annual programme of speciality markets.
- Work with partners to improve the standard of the current markets and to attract more and higher-quality stallholders to them.
- Introduce new music and street theatre to all street markets.

PLEASE LET US KNOW **YOUR** VIEWS ON BID PROJECTS



Better for visitors

- Oversee the introduction of vinyl transfers to improve the appearance of long-term empty units.
- Add to the recent activities to create pop-up shop uses.
- Encourage public transport operators to carry out seasonal discounted promotions.
- Lobby for improvements to existing car park facilities and the creation of additional parking spaces.
- Work with partner organisations to improve street paving maintenance.
- Support work to achieve the prestigious Purple Flag status to recognise and raise the quality of Banbury's evening and night time offer.
- Lobby for the reinstatement of key bus services to increase visitor numbers to the town centre.
- Work with Banbury in Bloom to introduce new landmark floral and landscape features.
- Work with partner organisations to improve Banbury Railway Station and the walking route to the town centre.
- Enact a rolling programme of street furniture painting.
- Employ a Warden to react quickly to problem issues, such as litter, graffiti or street begging.

Better for businesses

- Employ a new member of the Town Team staff to assist visitors and businesses.
- Enact a number of initiatives to support independent businesses in the town.
- Implement group purchasing initiatives to save day and night-time economy businesses money on overheads such as energy, telecoms and waste disposal.

- Develop and lead a system of business championing and representation to lobby for further improvements to, and investment in, the town centre.
- Negotiate car parking improvements, including arrangements to provide reduced-rate parking for business staff.
- Work with public transport operators and other bodies to offer BID member discounts.
- Produce and distribute a regular newsletter to businesses.
- Introduce a gift card scheme to encourage more trade for both day and night-time businesses.
- Ensure that town centre businesses are able to shape key new developments, such as Castle Quay 2 and other major schemes.
- Work with partners to develop and deliver campaigns to encourage new businesses into Banbury.
- Develop a programme of subsidised hanging baskets for businesses.
- Produce regular updates for businesses on the issues which are important to them and provide key performance information for the town.
- Foster close and collaborative relationships with local organisations, including Councils and the Banbury Task Force
- Work with partners to deliver improved wi-fi for the town's businesses and visitors.

To have your say on the proposed projects, or for any further information, please contact:

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Further details are also available on the website at

www.banburybid.com