



Funded by the businesses of Banbury  
**BANBURY  
BID**  
BUSINESS IMPROVEMENT DISTRICT

# 2025 WITH BANBURY BID



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2025 has been a landmark year for Banbury BID, defined by creativity, collaboration, and a renewed focus on celebrating the people, places, and businesses that make our town so special and unique.

At the heart of the year was the launch of People of Banbury and Banbury Beings, two storytelling projects that shone a spotlight on the personalities, talent, and diversity within our community. These initiatives helped strengthen local pride and brought Banbury's stories to life across digital and physical platforms. Our much-loved quotation display at the train station highlights quotes selected weekly by BID businesses. All of the train station projects have been kindly funded by Chiltern Railways.

We continued to support local BID businesses with a refreshed Professional Services Guide, alongside stronger business connections through our sponsored seat in BNI networking. Our digital presence also took a major step forward with a full website refresh and the use of our inhouse CRM system, improving how we record visits and engagement for businesses.



Winter Market



Beer Trail

Family-friendly events remained a cornerstone of our work, to optimise the opportunity for businesses to generate more sales leads. Foodie Feb, the Easter Bunnies Trail, and a refreshed Food and Drink Guide encouraged footfall, potential customers and celebrated Banbury's vibrant hospitality scene. The summer brought energy and excitement with the inaugural GOAT Awards, recognising excellence and achievement across our business community. We also celebrated summer with the first ever Summerfest Parade through the town centre bringing together business and community groups.

Community wellbeing remained important with our popular Dog Walk, while the festive season delivered standout moments through the Winter Market, Lantern



The People of Banbury in collaboration with Chiltern Railways.



Banbury Beings Project

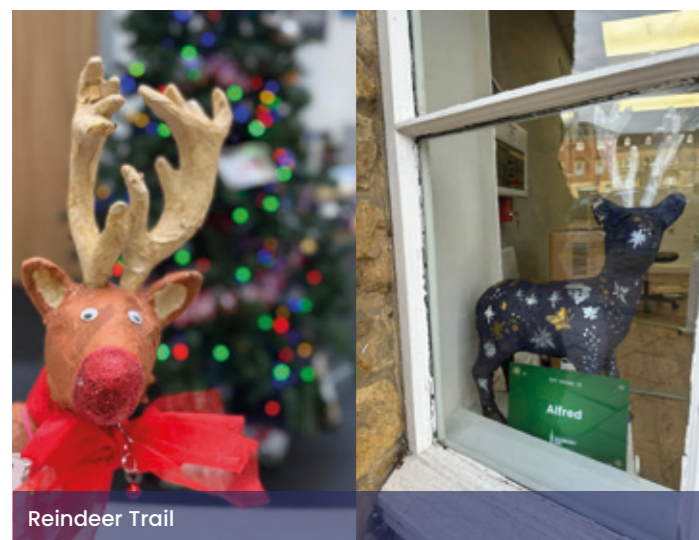


Parade, Reindeer Trail, and Advent Window campaign—transforming the town centre into a hub of colour, creativity, and seasonal cheer.

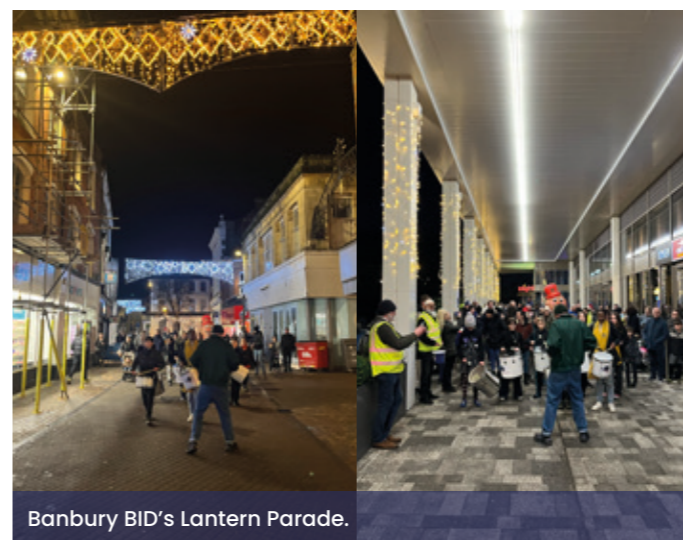
In 2025, we are proud to report that we generated nearly £18,000 in external sponsorship, which has been reinvested to enhance the vibrancy of our town centre. Our efforts to establish a stronger social media presence have been fruitful, with some posts reaching over 30,000 people, allowing us to connect with a broader audience. This exciting opportunity positions us to attract potential new customers, and we are committed to building on this momentum as we move forward.

As we reflect on 2025, we are incredibly proud of what has been achieved together. Thank you to our BID businesses, partners, sponsors, Board Directors, and community members for your continued support. A special thanks to Karl and Ollie in the BID team for what has been a very busy year. We look ahead with excitement and ambition, committed to building an even more vibrant, welcoming, and thriving Banbury in the year to come.

Jasmine and The BID Team.



Reindeer Trail



Banbury BID's Lantern Parade.



# HOW TO GET INVOLVED

## Businesses within the BID Area

If your business is located within the BID area but you are not a default BID member, we invite you to consider becoming an associate member. The cost is just £100 per year. As an associate member, you will have access to all the benefits and opportunities that come with being part of the BID, including participation in our events, initiatives,

and promotional campaigns. This is a great opportunity to contribute to the growth and vibrancy of our town centre while also benefiting from increased visibility and customer engagement. If you're interested or have any questions, please don't hesitate to get in touch. We look forward to welcoming you to our BID community.

## 2026 Onwards

If your business is interested in sponsoring an event or objective next year, we would love to hear from you. Sponsorship is a fantastic way to support the community while also promoting your business. We have a range of sponsorship opportunities available, suitable for businesses of all sizes and budgets. In addition

to financial support, we also welcome volunteers. Volunteering is a rewarding way to give back to the community and can also provide valuable networking opportunities. Whether you can spare a few hours a week or a few days a year, your time and skills can make a real difference.

Please get in touch if you would like more information about sponsorship or volunteering opportunities. We look forward to working with you to make Banbury town centre an even better place to live, work, and visit. You can contact us by emailing [info@banburybid.com](mailto:info@banburybid.com) or by phone 01295 277788.



MEET  
THE  
TEAM



JASMINE



OLLIE



KARL



OBIE