

Ian Sandison, Chairman – Cambridge BID WCAC March 9th 2017 Update



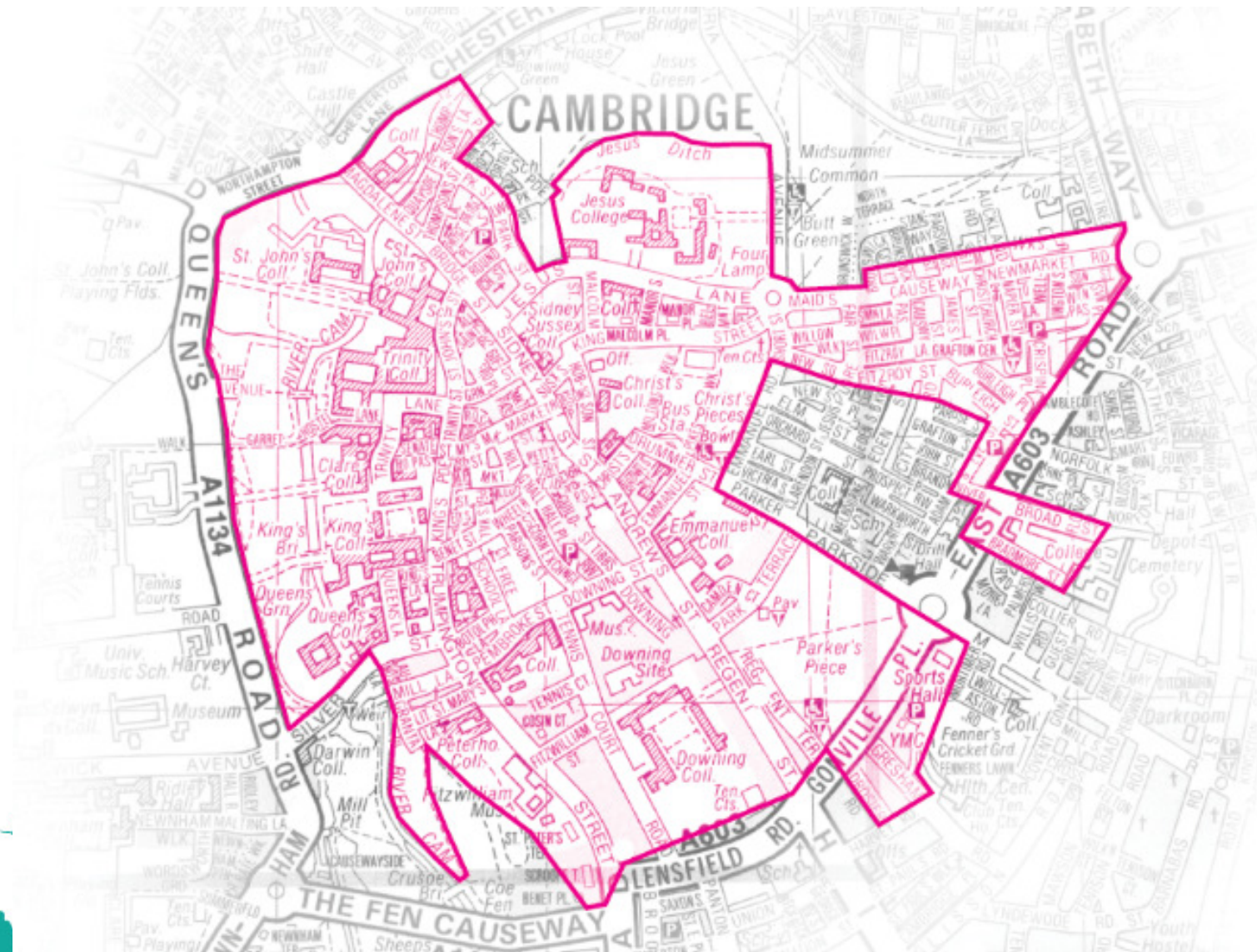
Businesses/people come to Cambridge for three reasons:

Access to skills and University research;
Connectivity - not only to London but also to our city's unique knowledge economy, wealth of ideas and meeting of minds;
Thirdly, because of Cambridge, the place - for the history, culture, entertaining night life, great retail shopping experience, excellent schools and 'better' quality of life.

Cambridge BID takes a lead role in developing and delivering much of this third element through multiple touchpoints for visitors and businesses.



The BID Area





Where we have come from...

- Love Cambridge established the framework for a Business Improvement District in Cambridge
- CBbid Business Proposals developed in 2012 and Cambridge BID Ballot in October 2012 returned a 'yes' vote
- BID launched on 1st April 2013 with a mandate to deliver for Cambridge over a five-year period, businesses pay a levy, many Independent businesses do not pay but still benefit from services and projects.
- BID Board of 16 Directors representing business sectors and City and County Councils



Business Plan Voted on has 4 work Streams

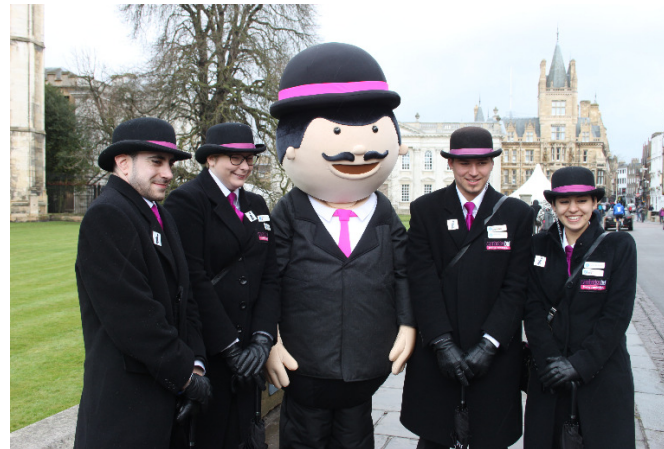
- Safe and Clean
 - Welcoming and Vibrant
 - Pride and Promotion
 - Business Support
-
- Over 250 BIDS in the UK with 60+ reballots per year.
 - £75m in levy per annum
 - In 2016 18 second term renewals and 22 third term renewals



Welcoming and Vibrant

Welcoming & Vibrant

- Meeting and Greeting through our Ambassadors has expanded with a pop up stand and regular presence at Cambridge Train Station
- Festive Lights – ensuring Cambridge is illuminated at Christmas



Welcoming and Vibrant – City Ambassadors

Three core elements of the service:

- 1. Visitor welcome*
- 2. Business engagement*
- 3. Environmental reporting*

- 50,000 consumer interactions
- 2,800 business visits
- 245 environmental reports



Cambridge BID

Pride & Promotion

- Communications – getting your messages out through emailers, printed materials and seasonal publications, via social media and on our website
- Supporting Cambridge Style Week in March 2016
- A Valentines Competition in partnership with Heart
- An Easter Trail
- Independents Week – 1st – 9th October
- Window Dressing Competitions
- Christmas Lights Switch On
- Sparkle & Shine Ball



Pride and Promotion

Marketing publications:

- 290,000+ print circulation, including:
 - Christmas and Summer magazines
 - Mini-guides, such as Independents' Month
 - 100 pick-up points for Family of Guides

Consumer engagement:

- Almost 8,000 consumers on our database
- 4,000 followers on Twitter alone and extensive social media reach across various channels
- 50,000+ consumer interactions with our City Ambassadors



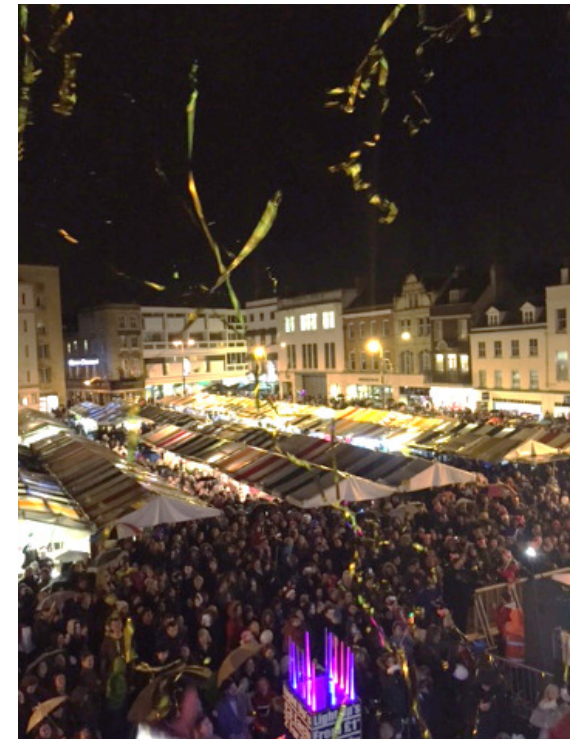
Pride and Promotion - events and promotions

Sector and Seasonal promotions

- Cambridge Style week, Easter, Xmas, Valentines promotions
- Independents Month

Events, including:

- 5,000 attend Christmas 'Big Switch On'
- Support for numerous cultural events including Open Cambridge, The History, Jazz and Busking festivals and the Ice Rink



Safe and Clean

Safe & Clean

- 56 Street deep Cleansed
- Rapid Response Service – now 7 days a week
- Tackling chewing gum
- Taxi Marshalls, Street Pastors
- Radio Scheme and bespoke security training to retailers



Safe and Clean – CAMBAC (Cambridge Business Against Crime)

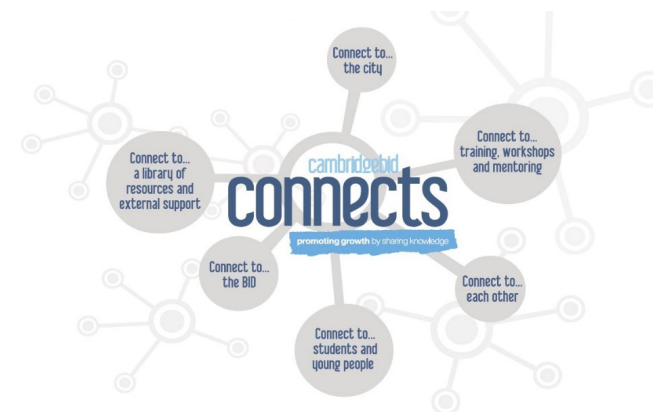
- 115 CAMBAC members within BID Area, membership fee covered by BID Levy
- Taxi Marshals; 27,000 people safely home
- Bespoke security training to retailers
- 2 Project Argus counter terrorism training sessions



Business Support

Business Support

- 200 Business Mystery Shop Programme
- Regular Performance Monitoring Reports
- Cost Saving Initiative with Meercat Associates
- Showcasing Training Opportunities
- Form the Future Skills Programme with work placements planned in 2017



Business Support – cost saving

Cost saving initiative:

- Hundreds of businesses received a cost saving review.

- £200K savings identified + £135K savings realised



Business voice

Business Voice

- Maintained strong relationships with key stakeholders and act as a credible voice for city centre businesses
- Providing a “Business Voice” for BID businesses on key issues - City Deal, Park Street, Cambridgeshire Devolution, Parking Charges, and with TV, Radio and Press
- Supporting a strategic last mile delivery project to reduce commercial vehicle movements and deliveries



**GREATER
CAMBRIDGE
CITY DEAL**



Performance monitoring

Performance monitoring initiatives:

- 5 footfall cameras now installed.
- Performance advisory group formed in 2015
- Monthly reports include footfall, P&R, Car Park, Guided Bus and Shopping centre data with a national and regional comparison provided



Cambridge BID – year 5

4 main project areas will continue

Promotional

- Increase Ambassador presence at Station
- Launch Cambridge Gift card May/June
- Large employers/Consumers/Businesses

Strategic

- Begin second term engagement process
- Continue consultation on City Deal + Park Street
- Promote last mile delivery project



Cambridge BID – year 5

4 main project areas will continue

Safe and Clean

- Expand some of the street cleaning services
- Work with City Council on street life, punt touts, rough sleeping
- Further promotion of Cambridge Street Aid, over £5,000 donated by Feb 2017



Term 2 business plan process

- Initial feasibility survey completed by 125 businesses across all sectors in January 2017
- Detailed consultation process Feb – May on our term 2 business plan with 40% of our businesses
- Business Plan developed July – August
- Published late summer/ Sept

