

Appendix A

Summary of Cambridge BID achievements April 1st, 2013 to present.

Cambridge BID's proposal for its current term was based on four themes; Pride & Promotion, Welcoming & Vibrant, Safe & Clean and Business Support. Below is a summary of achievements made against these key themes.

Business Support

Has provided a unified voice for businesses, independent from an alternative City Council led economic development role, within the district boundary ensuring that their views are represented in response to City Deal and other proposals.

Has led a Cost Saving Initiative (CSI) aimed at reducing business overheads particularly with telecoms and utility costs. Identified savings through the CSI total in excess of £130,000 with efficiencies made by independent businesses significantly more than national/multi-store operations.

Participation in 'Mystery Shopper' initiatives, and further training seminars aimed at delivering improved customer service and sales, has grown year on year.

Safe & Clean

The introduction of a 'Rapid Response' shop front cleaning service, initially covering part of the week but now a seven day operation, receives consistently high praise in feedback from BID businesses.

Has provided financial support to the City Council in launching the Street Aid project which aims to reduce the level of rough sleeping in the city.

Has sponsored the introduction of Taxi Marshalls and Street Pastors on pay day and other weekends where the city is well patronised, ensuring revellers are provided with assistance in getting home safely.

Welcoming & Vibrant

Cambridge BID is solely responsible for the array of festive lighting throughout the city centre and the organisation of the big switch on event that sees thousands descend on Market Square to witness the switch on.

The BID employ a team of easy-to-identify ambassadors to greet and assist users of the city centre on their way. Over 170,000 individuals have been helped since the introduction of ambassadors in 2013.

Ambassadors also visit BID businesses to ensure that owners are briefed on support and initiatives the BID provides. They collect data on graffiti, damage to street furniture, anti-social aspects and report to the relevant authority.

Pride & Promotion

Production of a variety of free city guides, available at prominent locations across the city, and seasonal publications delivered to 75,000 local addresses provide BID businesses with a low cost/free form of advertising.

The BID provides a fund that organisations can source grants from to put on events. Beneficiaries include the Jazz Festival, Open Cambridge Festival and the Cambridge History Festival.

The BID has worked in collaboration with the City Council in the delivery of late night shopping events in Trinity Street for the last two years. This success has been built upon to deliver a series of night markets and pop-up cinema events in the Market Square throughout 2017.