

cambridgebid
loving cambridge...

Investing in our evolving city

Annual Report 2016/17



Overview

**Working together:
1,100 city centre businesses**

Cambridge Business Improvement District (BID) consists of 1,100 businesses, working together to promote and improve the city centre.

Launched on 1st April 2013, following a favourable majority ballot by eligible businesses within the BID area, Cambridge BID has a mandate to promote the city to visitors, residents and workers, while ensuring they experience a welcoming and vibrant street scene that is both clean and safe; businesses in the BID area also receive tailored support to help them remain competitive and sustainable.

The aims of Cambridge BID are addressed within four work streams, which are supported by Advisory Groups attended by BID area businesses and chaired by a member of the Board of Directors.

The work streams are:

- Pride & Promotion
- Welcoming & Vibrant
- Safe & Clean
- Business Support



Five years of investment in our city

By the end of March 2018 Cambridge BID will have invested more than £3.5 million in projects and initiatives specifically designed to promote economic growth in our city centre. Without Cambridge BID this level of investment simply would not have been available.

Cambridge BID is one of more than 250 Business Improvement Districts (BIDs) that have been developed by businesses across the UK, most of which focus on town centre locations. Each BID operates for a maximum of five years before working with local businesses to extend and redevelop their combined vision for the town centre over the subsequent five years.

As we near the end of a very successful first term – read about our achievements on your behalf in the pages that follow – we have been hard at work canvassing BID area businesses of all shapes, sizes and sectors, to gather your views on the future of Cambridge city centre.

We will shortly be issuing a business plan for the next five years, which brings together the investment priorities you identified, and on which we will ask you to vote in our Autumn renewal ballot.

By continuing to work together, through a time of great challenge and change for the high street, we can leverage significantly more economic benefit for Cambridge than if each of our 1,100 businesses works alone.



"Cambridge BID supports us in the form of marketing, improving safety & cleanliness and providing practical advice and hands-on workshops. We're happy to pay the BID levy in order to keep these valuable services going and to help make the city centre a better and more vibrant place."

Meggy Yip,
Co-owner of Bridges café





Foreword from the Chairman

Over the last four years Cambridge BID has taken seriously your directive to manage the place that is Cambridge. With each new initiative that we have launched, on your behalf, our focus has remained squarely on creating a welcoming, dynamic and safe city centre that is attractive to locals and visitors alike, and this plays a key part in why new businesses wish to move here.

Taking care of our city

This year, we've broadened the scope of our most successful programmes. Our bowler-hatted Ambassadors have regularly manned a stand at the updated train station. As an add-on to their work in the historic city they have done an excellent job in providing a welcoming first impression, answering queries and helping visitors navigate the city. This also brings a greater connectivity between the station area and the city centre.

We've also refined our street deep-cleansing programme, targeting 57 specific streets and grot spots over the past year and playing a significant part in ensuring that the city centre looks its best year-round. We've extended our popular Rapid Response service, which now runs from 8am to 11am seven days per week, so that businesses can make a single phone call in order to have their shop fronts cleared of all types of debris.

Showcasing our shops

I'm delighted that our Mystery Shop programme, which nurtures the highest levels of customer service, saw a record 200 businesses sign up to receive undercover shopping visits and bespoke feedback from our independent consultants. Our Awards evening in September showcased the top performers, who also found themselves in the media spotlight thanks to our partnership with Cambridge News. Follow-on customer service training sessions in January enabled all participants to raise their game even further, helping us all to unite in providing a high-quality, city-wide shopping experience that can hold its own against the impersonal, but convenient, online alternatives.

Cutting-edge conversations

We have consistently been at the forefront of conversations about the future of Cambridge, seeking out opportunities to liaise with influencers and decision-makers across the city. We have involved you, our businesses, in consultations on the City Deal and A-boards, and we sponsored a mayoral hustings so you could hear what the new mayor will do for business.

We are championing better use of the under-utilised Market Square, because we recognise that the future of the high street will increasingly depend on the city's ability to offer experiences and events that draw people into the centre. Accessing the city can be a challenge however, which is why we are also keen to pursue and support initiatives that tackle congestion and improve air quality – such as a last mile delivery project that holds the potential to reduce the number of delivery vehicles on our roads.

Read on to discover more about the above highlights, as well as details of our other projects. Most importantly, please connect with us to ensure that the interests of your business are well-represented in the proposals for the medium-term future of our city.

We look forward to welcoming you to our 2016/17 AGM on Tuesday 20th June 2017. An invitation is enclosed with this report or can be downloaded from the business pages of our website, at business.cambridgebid.co.uk.

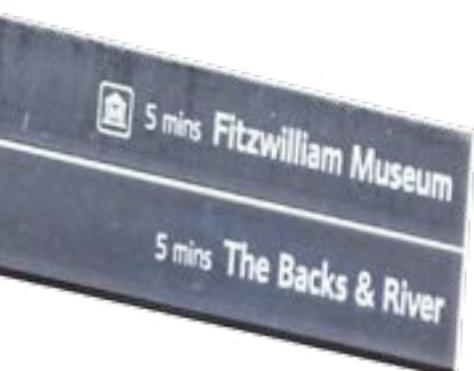
Ian Sandison

Chairman, Cambridge BID Board



"I found the Mystery Shop training session very enlightening - a lot of useful, good information and also a great opportunity to meet other business people from Cambridge, all pushing in the same direction. Very well done to Cambridge BID for putting this on!"

Bill Brogan, **St John's College Catering Department**





Pride & Promotion

Reaching your audiences

Cambridge BID once again made it easy for city centre businesses to access a range of marketing and promotional opportunities at low cost or without charge. Our social media campaigns and consumer emails (the latter reaching a monthly audience of 8,044) highlighted various city centre events and local business promotions throughout the year.

Our family of city guides, with a total print run of 120,000, profiled 60 businesses without charge and was available for free pick-up across the city and online. Our Christmas magazine, distributed through 75,000 ABC1 Cambridgeshire letterboxes with free pick-up across the city and Park & Ride sites, encouraged visitors into the city centre over the festive period, with heavily subsidised advertising rates for BID businesses.

Championing our Indies

Over 30 Cambridge independents took part in Independents' Week in October, through in-store events and promotions. We worked in partnership with Cambridge Independent newspaper to spread the word and increase consumer engagement, footfall and sales. Additional media coverage was achieved in Cambridge Edition, East Life, Cambridge News and Cambridge TV.

Seasonal support events

Over the last 12 months we set aside a budget that enabled organisations to apply for funding to run creative and engaging projects that would support, complement or add to the BID's objectives. In 2016 we supported a record number of events that included: The Cambridge Jazz Festival, Festival of Cambridge History, Christmas in the Heart of Cambridge, The North Pole Ice Rink and Market Stall Stories (part of the Open Cambridge Festival).

Our fourth Christmas lights Big Switch On event attracted around 5,500 visitors and helped create a lively start to the festive shopping period. In December, we helped to boost the early evening economy by hosting and promoting a Festive Fayre, providing another opportunity for shoppers and visitors to sample the very best that Cambridge has to offer at Christmas.



"Cambridge Indie Week is a great way to highlight all the wonderful shops we have to offer. It certainly helps raise awareness that Cambridge is a city with a creative flair. Our high street has an interesting mix of unique and unusual shops, of which our team at Cuckoo is so proud to be a part."

Hayley Butler, **Cuckoo Clothing**

The Stats



5,500

attendees at our Christmas lights Big Switch On event, featuring Cambridge United



£5,500

raised for Jimmy's Night Shelter at our annual Sparkle & Shine charity ball



649

entries to our Valentine's competition for consumers



8,044

local people received our consumer email each month



6,238

people reached through our social media channels



48

businesses participated in our Christmas Window competition



"Being an ambassador is easy; being a good ambassador is harder. You need to be friendly, welcoming AND have buckets of common sense. I always try hard to enrich each visitor's trip to Cambridge.

I never know what the day is going to bring, who I'm going to meet, or what I'm going to encounter. Every day is different but that's one of the best things about the work I do.

At the end of the day, as I head back to the BID offices, I often bump into people I've helped and they tell me what a difference I made to their visit. You don't get better job satisfaction than that."

William Harris,
Cambridge BID Ambassador

The Stats

- 45 days of sparkle with our festive lighting scheme
- 3,366 business visits carried out by the Ambassadors
- 1,538 environmental incidents reported by the Ambassadors, including:
 - 1,469 punt touts reported
 - 46 reports of damage to roads or pavements
 - 23 issues with signs, street furniture or bollards

Welcoming & Vibrant

Warm welcome for visitors

Our friendly team of Ambassadors provided a warm welcome, guidance and assistance to city centre users year-round. Easily distinguishable in their smart uniform and bowler hats, they've met with over 170,000 people since their introduction in 2013. In 2016 we extended the meet and greet service provided by the Ambassadors to include the train station, where there is now a permanent visitor information kiosk.

The five-strong team, who are on duty 363 days of the year, also provide a vital link between businesses within the BID area and Cambridge BID – making 3,366 scheduled and unscheduled visits over the past year, to keep business owners informed about our initiatives and to find out about any pressing issues or problems that you are facing.

Monitoring Environmental Issues

Our Ambassadors also played a critical role in reporting back to the City and County Council on various environmental and other issues in the city centre, to ensure that Cambridge is the best it can be for all users. Last year they reported and followed through on 1,538 issues, using their handheld PDAs, including punt touts, damage to street furniture, graffiti and broken street lights.

Lighting up Cambridge

Once again, we lit up the city centre over Christmas, creating a magical atmosphere for shoppers, visitors and residents, with 45 days of sparkle from 25 different LED lighting schemes, stretched across 22 streets.



"Lion Yard Shopping Centre worked closely with Cambridge BID to enhance the Christmas lights coverage for Petty Cury. These additional lights have helped highlight the business offering in this area and we have received some excellent feedback from customers, staff and businesses. We are delighted with the lights and thankful to the BID team for all their efforts!"

Amy Rhys-Davies,
Lion Yard Management





"The partnership between Cambridge BID and CAMBAC helps ensure that students enjoy a safe night out in Cambridge. The Taxi Marshal's scheme has proven to be highly effective in reducing illegal 'pick ups', controlling taxi queues and improving the safety of vulnerable persons and dealing with confrontational situations. The Street Pastors are also a welcome addition to our city centre streets. They care for our students when they are out at night and help them get back to their colleges safely."

Keith Willox, **Sidney Sussex College**



The Stats



7

days a week, enhanced Rapid Response service available to city centre businesses



125

Rapid Response call-outs received from BID businesses



115

BID businesses benefitted from their CAMBAC membership paid for by Cambridge BID



57

city centre streets deep-cleaned across the year



23,569

people got home safely thanks to our funding of the late night Taxi Marshals



3586

hours of night patrol by the Street Pastors, supported by Cambridge BID

Safe & Clean

Deep-cleansing our streets

City centre streets have benefitted from our enhanced deep-cleansing regime, which tackles pigeon fouling, grot spots and chewing gum. Over the last twelve months 57 streets and pavements in high-traffic areas were deep-cleaned, supplementing the work of the City Council. These comprised:

- King's Parade
- Rose Crescent
- Market Hill
- Peas Hill
- Bene't Street
- Wheeler Street
- Guildhall Street
- Corn Exchange Street
- Fisher Square
- Silver Street
- Queens Lane
- Mill Lane
- Granta Place
- St Mary's Passage
- Trumpington Street
- Round Church Street
- Park Street
- Market Passage
- Hobson Street
- King Street
- Christ's Lane
- Emmanuel Street
- Botolph Lane
- Fitzwilliam Street
- Free School Lane
- Pembroke Street
- Tennis Court Road
- Downing Street
- Park Terrace
- Parker Street
- Drummer Street
- Gonville Place
- Jesus Lane
- Malcolm Street
- Manor Street
- Maids Causeway
- Newmarket Road
- Short Street
- New Square
- Fair Street
- Salmon Lane
- Fitzroy Street
- Burleigh Street
- James Street
- Christchurch Street
- Napier Street
- Wellington Street
- East Road
- Bradmore Street
- Broad Street
- Dover Street
- Severn Place
- Nelson Close
- Bridge Street
- Sydney Street
- St Andrew's Street
- Lion Yard entrance area

Restoring shop entrances

Our highly-praised Rapid Response cleansing service, available to all businesses within the BID area for the removal of bodily fluids, cardboard from rough sleepers, broken glass, pigeon fouling and other detritus, was extended to cover seven days a week (8am-11am) following feedback from BID businesses.

Keeping the public safe

We continued to provide financial assistance to support the work of Cambridge Business Against Crime (CAMBAC), a not-for-profit organisation set up in August 2007 to ensure that the city remains a safe place to live, work, shop and enjoy leisure time. All levy paying businesses receive free membership of CAMBAC, when they hire a CAMBAC radio that enables them to report crime and anti-social behaviour quickly and effectively.

Our sponsorship of CAMBAC's Taxi Marshal service enabled 23,569 people to get home safely from the city centre at night. We also provided financial support to the Street Pastors – a voluntary organisation that patrols the city centre streets each Friday and Saturday night to help those in difficulty.

Street Aid initiative

In November 2016 Cambridge BID supported Cambridge City Council in the launch of the Street Aid Initiative to help rough sleepers in the city. Our support funded the development of marketing materials and action to get the business community on board. Designed to encourage the public to give to this fund rather than individuals, Street Aid has raised over £7,000 in its first few months. Grant applications have started, with the fund already assisting a number of individuals to get back into work or find housing. We will continue to support this project.

Business Support

Improving customer service

Our Mystery Shop programme, which recognises and rewards excellent customer service in the city, continues to grow from strength to strength. Nearly 200 businesses (more than twice as many as last year) signed up to take part and there was record attendance at our Awards evening in September. Following the two mystery shop visits in Spring and Summer of 2016, all participants were given bespoke feedback on their customer service from our mystery shop partner, Storecheckers, and the opportunity to take part in five training sessions held in February, that looked to strengthen areas in which, as a city, we performed less well.

Footfall and city performance monitoring

Throughout the year our weekly and monthly performance monitoring reports have given businesses a better understanding of how Cambridge is performing across a range of metrics including footfall, Park & Ride patronage, Guided Busway and car park usage. Five cameras - used to capture pedestrian footfall - are now in place across the BID area, on King's Parade, Bridge Street, Sidney Street, Fitzroy Street and Regent Street. Our quarterly performance group meetings, with expert guest speakers in attendance, covered a range of key city centre issues and helped BID businesses to compare trading patterns.

Reducing business overheads

Our Cost Saving Initiative continued to help businesses secure cheaper rates on their energy, utilities, merchant fees and telecoms bills, as well as pest control and other services. Since the initiative began, £234,396 savings have been identified and £136,676 already realised. This figure will continue to rise as contracts with existing suppliers expire over time and 90% of these savings are within independent businesses.

Voicing your concerns

Cambridge BID continues to champion the views of BID businesses and organisations both in media debates and high-level strategic discussions, ensuring that there is a clear and assertive business voice on issues affecting the city centre. We have taken a prominent role in raising awareness among city centre businesses of City Deal proposals to tackle congestion, facilitating conversations between decision-makers and local employers.

We have also continued our exploration of last-mile delivery solutions that could help to reduce the number of delivery vehicles entering the city's historic core, working with key stakeholders to help establish pilot projects.

"As a small independent business we are grateful to Cambridge BID for encouraging us to assess our energy supply and costs. This resulted in us changing supplier and delivered a great saving for our business. Many thanks Cambridge BID - good job."

Joanne Molloy, Finn Jordan



The Stats

 196

businesses took part in our Mystery Shop and Awards (up from 90 in 2015)

 5

businesses scored 100% in both rounds of the Mystery Shop programme

 40

businesses attended at least one of our five Mystery Shop training sessions held in February

 200

businesses read our monthly Performance Report emails

 £234,396

of savings identified to date through our Cost Saving Initiative

 £136,676

of savings realised by BID area businesses



Board of Directors

As governed by the business plan, the Board of Directors, representing key sectors from within the BID area, were elected to deliver the agenda on which BID area businesses voted at the beginning of the BID term. Directors and officers share a strong commitment to a diverse, dynamic and welcoming city centre that enjoys sustained economic growth.

The following directors were in post at the end of March 2017:

Ian Sandison (Chairman)	Boudoir Femme	(Independent)
Anne Bannell	Jacks on Trinity	(Independent)
Dominic Joyce	John Lewis	(National)
Jonas King	H&M	(National)
Colin Jones	Hewitsons LLP	(Professional)
Charles Anderson	La Raza/Ta Bouche	(Night Time)
Michael Wiseman	Former Grafton Director	(Property Owner)
Shara Ross	Hotel Felix	(Tourism)
Roy Badcock	Former Cambridge Building Society Executive	(Financial)
Keith Willox	Sidney Sussex College	(Educational)
Andy Lloyd	Cambridge University	(Educational)
Amy Rhys-Davies	Lion Yard	(Shopping Centre)
Robert Davey	Metro Bank	(National)
Peter Roberts	Cambridge City Council*	
Mathew Shuter	Cambridgeshire County Council*	

*Local Authority appointed



"Retail businesses represent a huge part of the BID and it's important that we therefore have seats at the table representing our sector. There has been some fantastic work that has taken place during the last 12 months to make the city safer, cleaner and more inviting to those who live, work and visit here. It is so important to remember that having a BID within our city gives us all the opportunity to help shape how Cambridge should, could and is perceived by all who interact and engage in it. The potential is still vast."

Dominic Joyce, **John Lewis**



Financial Snapshot

The Board of Directors has monitored the budget closely to ensure that the BID levy and voluntary contributions were used efficiently by Cambridge BID to meet with the stated aims of promoting and improving Cambridge city for businesses, organisations, visitors and residents.

Cambridge BID would like to thank the following voluntary funders and supporters of the BID:

The Grafton | Grand Arcade | Stagecoach East

the
grafton

GRAND ARCADE
CAMBRIDGE

 **Stagecoach**

2016/17

Income

BID levy	£689,782
Voluntary BID contributions	£17,500
Sponsorship	£26,550
Ticket sales	£4,850
Fold-out maps	£1,970
Interest receivable	£514
Other income	£4,075

Total **£745,241**

Expenditure

Operating costs	£162,850
Pride and Promotion	£95,210
Welcoming and Vibrant	£266,038
Safe and Clean	£105,958
Business Support	£80,439
Other projects	£4,252

Total **£714,747**

Pre Tax (Loss)/Surplus for the Year **£30,494**

Surplus carried forward* **£121,398**

*The surplus funds shown will be invested in the delivery of the BID Business Proposals.



"Cambridge BID gives businesses a great opportunity to reach out to the local area completely free of charge, through great social media campaigns, competitions and events. They are always happy to support us in how to get the most out of these opportunities and to give advice on how best to promote our products to customers."

Lynsey Milner, **Thaikhun Restaurant**



The Year Ahead

Over the months ahead, in addition to delivering our business plan we will be consulting with BID businesses about what the next five years should hold for Cambridge as we continue to address your existing priorities for the city.

Service sector career progression

One of our key aims for 2017-18 is to raise awareness of the opportunities for career progression within our service sector. Cambridge's economy can only benefit from the recruitment of high-calibre staff for our shops, hotels, restaurants and venues – yet positions in these areas are often viewed as stop-gap jobs instead of serious career choices.

To address this, we are working with Form the Future, a City Deal funded skills provider and will launch a summer work placement programme in the summer of 2017. This will connect city centre businesses with students from local schools. Young people will benefit from hands-on experience of the career possibilities open to them here in Cambridge, while we gain the opportunity to influence the future development of apprenticeships for this important sector. This programme will be of particular benefit to smaller, independent businesses who don't have the infrastructure to arrange such connections for themselves.

Cambridge Gift Card

We are excited about the forthcoming launch of the Cambridge Gift Card, our brand-new initiative to encourage local spending. Consumers will be able to purchase and use the Cambridge Gift Card in participating local outlets - such as shops, clubs, restaurants and hotels. The scheme will be straight-forward for businesses to implement: it will be compatible with existing card machines and no new technology will be needed.

Market Square plans

One of our other projects for the year ahead centres on Market Square. The existing seven-day produce and craft market is a great asset for Cambridge, but we are in ongoing discussions with the Council about achieving a more flexible and creative use of this space – particularly from 5pm onwards, when there is huge potential for al fresco dining, music and entertainment. This will begin in May with the first in a series of Night Markets.

Economic success

With our new Mayor, Brexit and a General Election, there will undoubtedly be challenges ahead but also opportunities. Cambridge BID remains committed to working on your behalf, as custodians of this beautiful city. Let's invest in our shared future and work together to ensure our city's continued economic success for generations to come.



"Cambridge BID provides excellent, practical support to help our staff deliver the best possible service to customers. At the same time, they have helped to bring Cambridge businesses together to find that synergy which comes from being 'joined up' and this is especially important to local independent businesses."

Julian Finbow, **Primavera Gallery**



Let's Talk

To tell us what else you would like to see Cambridge BID deliver, or to comment on any of our projects, email becky.burrell@cambridgebid.co.uk

To receive regular email updates from Cambridge BID on issues relevant to your business, send your preferred contact details to becky.burrell@cambridgebid.co.uk

To connect with us on social media, where we regularly support social media campaigns run by BID businesses and organisations, visit:

 [@CambridgeBID](https://twitter.com/CambridgeBID)
[@CityAmbassadors](https://twitter.com/CityAmbassadors)
[@CambridgeBIDCEO](https://twitter.com/CambridgeBIDCEO)

 [@CambridgeBID](https://www.instagram.com/CambridgeBID)

 [/CambridgeBID](https://www.facebook.com/CambridgeBID)

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