



KEEPING YOU INFORMED

JANUARY 2015



Beeston BID Summary 2014

Since the beginning of the year, the main focus of BID has been to keep Beeston and trading open and to give people a reason to still want to come to the town. This has been done under the four main headings; Marketing and Promotion, Events, Improving the appearance of the shopping environment and Business Training and Networking.

In addition to this, we have given a voice to the business community. Our presence at meetings and committees in relation to the tram has ensured that comments and concerns have been fed back to the relevant people.



→ Key achievements

- 10% rate reduction for businesses on High Road, Broadgate and Beeston square backdated to March 2013 until completion of the works.
- Retention of lower than National Average vacant unit rate with 91% of retail units occupied within Beeston town centre (Figures as of October 2014).
- Increased footfall by 24% compared to 2013.
- A full programme of events in the town centre including; Chinese New Year, Beeston Bay, Food and Drink Festival, Chilwell Road Street Festival and Christmas lights switch on plus sponsorship of Beeston Carnival, Oxjam and Beeston Jazz Festival.
- Partnership working with NET to ensure continued promotion of Chilwell Road during Tram construction.
- 180 Floral displays around Beeston town centre.
- Business representation and voice at Tram and town centre related meetings,



→ Business Consultation Evening

Tuesday 27th January, 6pm-8pm
Old Council Chamber, Beeston Town Hall

Come along and tell us what you think the priorities should be for Beeston over the next 5 years....
Email: info@beestonbid.org to book your place.



For more information visit www.beestonbid.org
Email: stephanie@beestonbid.org Tel: 0115 871 2037

→ Marketing and Promotions

→ Public Relations (PR)

Beeston BID works with a PR and Marketing specialist whose primary focus is to build relationships with the local media and ensure positive stories reach the newspapers and TV about Beeston. We encourage businesses to let us know if they have an anniversary, a special event or an unusual story and then we work with them to ensure it reaches the press. We also work with new businesses that come into the town to ensure they get off to the best start with positive promotion.

→ Radio advertising

This year we have worked closely with Gem 106 on a number of campaigns to promote Beeston including a 6 month catchy "Lets go to Beeston" jingle and the promotion of our Beeston Bay and Christmas light switch on events.

→ University Marketing

Each year we visit Nottingham University's Fresher's fair to promote the town to new students coming in to the area. We always get a positive response and the "I Love Beeston" bags go down a storm!

→ www.letsgotobeeston.co.uk

At the beginning of the year, we redesigned our website, bringing together our former Lets go to Beeston and our Beeston BID website to create one single hub for information about Beeston. Since its launch in February, the site averages 4,500 hits per month, with the events and directory listings being the most popular. The website is also the reason that we do not have an apostrophe in our "Lets go to Beeston" branding as the logo actually represents our web address.

In addition to the website, we also have a dedicated Facebook Page and Twitter account. This is a great (and free) way to spread the word about all the great things in Beeston and businesses are encouraged to post on here or contact the team who will do this on their behalf. We now have nearly 2500 likes on Facebook and 1200 followers on Twitter. If you would like us to promote your businesses via social media, please contact helen@beestonbid.org

→ Bus advertising

A number of buses that operate in and around Beeston currently have our branding on them and we use a real life Beeston shopper as part of our campaign as an example of why Beeston is great.

→ Advertising and awareness

As part of our advertising campaign, we have a regular slot in both Nottingham Post and Long Eaton Topper plus a monthly slot in Metro. This space is used to promote events and activities in the town but also gives local businesses the opportunity to advertise through us at a more affordable rate than they would pay going direct to the post.

→ Beeston merchandise

Since we started in 2010, we have given away almost 35,000 I love Beeston bags. These bags have been spotted as far away as New York as well as on the London Underground. In addition to this, we produce promotional pens, key rings, wristbands that we give out at events and more recently I love Beeston T-shirts and Jute shopping bags (that will soon be available to buy on our website).

→ Lets go to Beeston Magazine

Another new edition to our promotional material is the Lets go to Beeston Magazine. This glossy publication is a way of getting positive news stories about Beeston to the people who live and shop here. The magazine is distributed in various locations around the town including designated stands in both Sainsbury's and Tesco as well as being promoted online via social media and our website.

The publication has paid advertising options but also has a free listing for all Beeston BID businesses. For more information about the publication, please visit the news section of our website or contact Lauren@beestonbid.org

Lauren,
Stephanie &
Helen of the
BID Team





→ Improving the appearance of the shopping environment

→ Floral displays

Each year we pay for the installation, maintenance and removal of 180 floral displays throughout the town. Many of which are in the form of hanging baskets but there are also planters on the lamp posts on all 4 entries to the town.

The flowers are in keeping with our branding and when it bloom, are a real asset to the appearance of the town.

The displays are up from June to October, at which time they make way for the Christmas lights.

→ Business Training and Networking

Each year we provide a number of business training activities as well as the opportunity for businesses in the town to network with each other.

This year, we ran a series of first aid courses, free of charge to our levy payers. We were also involved in the Beeston Network networking event in September at the Quadrant, Nuart Road, which saw 60 businesses people come together and share ideas and experiences.

→ Beeston Crime Watch

Working with the local beat team and the team that run a successful scheme for the Mansfield BID, we are hoping to create a Beeston Crime Reduction Partnership. Although the tram will provide transport links for the town, it will also make it easier for criminals to travel.

By ensuring that there is information sharing amongst businesses, it is hoped that shop theft can be both reduced and prevented. Meetings will be held monthly for businesses that have already signed up. If you wish to become involved in the scheme, please contact stephanie@beestonbid.org

→ Additional activities for 2014

Healthy High Streets Campaign – Beeston was selected in April 2014 to be part of a National scheme to help High Streets throughout the Country. The scheme, which was launched by BITC (Business in the Community) has key partners; Boots, Santander and the Co-operative, all of which have a presence in Beeston and all of which want to work more closely with their town centre partnerships and BIDs to create a more healthy High Street.

The representatives from these organisations have met on several occasions and are working towards a plan of action which should see footfall, occupied units and profits increase over the next 18 months.



www. *lets go*
to **Beeston** .co.uk



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→ Events

If it is one thing that brings the community together and raises spirits in the town then it is definitely events.

We have been involved in a number of events this year, both in terms of organising and sponsorship. Here is a list of the events we took part in during 2014.

February	Chinese New Year - Main Sponsor
March	Ladies Evening - Event organisers
April	Chilwell Road Easter Egg Hunt - Event organisers
July	Independents Day Celebration - Event organisers Beeston Carnival - Event Sponsor
August	Beeston Bay - Event organisers
September	Food and Drink Weekend - Event organisers
October	Chilwell Road Street Festival - Event organisers Oxjam Beeston Takeover - Event Sponsor Beeston Jazz Festival - Event Sponsor
November	Christmas lights switch on - Main Sponsor
December	Christmas on Chilwell Road - Events organisers

In addition to the above, we offer support to the Monday Market, monthly Farmers market and the Arts and Craft Fair as we feel that these additional markets and fairs create an extra buzz to the town centre.

We also promote all events happening in the town via our website. There you will find a simple form to upload information and this will be displayed within the events calendar.



→ Beeston Loyalty Card

Since its launch at our Independents Day event, almost 1500 people have signed up to the card! The card entitles the holder to receive special offers and discounts in participating shops. Participating shops are listed on our website as well as being featured in each edition of the magazine. If you would like to be included on the loyalty card scheme, please contact lauren@beestonbid.org



**Date for
your diary**

Beeston BID AGM
Monday 16th Feb. 2015
6-8pm
Beeston Town Hall



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