

November 09  
Edition 3

# PRESTON PROUD

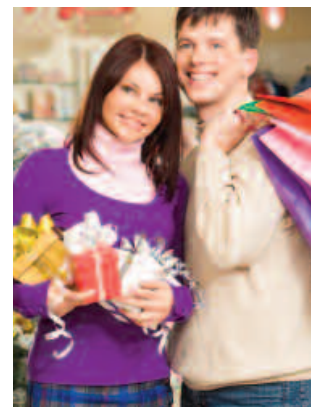
Business Improvement District Newsletter

## Christmas is a key trading time for you and no one realises that more than we do!

From Saturday 21st November 2009 - come and see the City centre come alive with the real spirit of Christmas - This Christmas Preston's programme of festive events is more exciting than ever and to officially start the season, the BID, Preston City Council, Preston Vision and Real Radio have lined up a host of celebrities and local talent to bring glamour and sparkle to the City Centre. The annual Christmas lights switch-on is a free event which attracts thousands into the City's Flag Market and heralds the beginning of the countdown to Christmas.

An addition, 200 Christmas trees with festive lights will be switched on throughout the streets of Preston City centre for all to enjoy. Christmas in the City celebrations continue in the lead up to Christmas with something new – a series of "Celeb in the City" events, famous faces will land each Saturday from November 28th and perform alongside Real Radio in these magic public events. Celeb in City will take place at several locations across the City centre and will be backed by a television campaign on Granada TV – putting Preston in front of 5,000,000 people! We'll also be working with the LEP on exclusive competitions, and those attending the events will have the chance to win cash, holidays & prizes worth thousands, kindly donated by the City's businesses. Keep an eye on [www.preston.co.uk](http://www.preston.co.uk) for more information on our Christmas campaign and coming soon, an exclusive sneak peek of our TV ad.

Date	Event	Time
Saturday 21st November	Celebrity Christmas Lights Switch On	2.30pm – 5.30pm
Saturday 28th November	Celeb in the City	1.00pm – 3.00pm
Saturday 5th December	Celeb in the City	1.00pm – 3.00pm
Saturday 12th December	Celeb in the City	1.00pm – 3.00pm
Saturday 19th December	Celeb in the City	1.00pm – 3.00pm



### BID OFFICE

C/O North & Western Lancashire Chamber of Commerce  
9/10 Eastway Business Village  
Olivers Place, Fulwood  
Preston, PR2 9WT





# Six Months' On

## April - September



### VIBRANCY

#### "TO DELIVER A MORE VIBRANT BID AREA"

- ✓ 100 delegates attended City Talk Events
- ✓ 1250 visits to BID Businesses
- ✓ £28,000 sponsorship secured
- ✓ 270 businesses surveyed
- ✓ 25000 additional footfall
- ✓ 15 companies attended Customer Charter Training
- ✓ Rock in the Park Concert
  - 90 businesses featured on-screen advertising
  - 8 BID concessions
  - 144 levy payers were issued tickets

Since the Business Improvement District began on April 1st 2009, the public faces of BID, the Ambassadors, have been working tirelessly on behalf of our City. The familiar sight of the trusted "blue coats" has provided a welcoming experience to new and regular visitors alike.

The team are actively involved in engaging levy payers and communicating BID's message to businesses within the district making sure you're kept informed of our combined activities on your behalf. The Christmas campaign will soon begin in earnest, add to that initiatives such as the Preston 'N' Proud Card, the new map dispensers and the Alive After Five project; BID will be working hard in 2010 to ensure that we deliver!

This is just the start; we are committed to working tirelessly on your behalf to achieve what is identified in the manifesto. Your support and enthusiasm for BID and its work is appreciated – we hope you continue to share our vision for the City to make it the City of choice. If there's anything BID related you need to know, feel free to speak to any of the Ambassadors when they call to visit, or simply stop them in the City. You can always call the BID office too on (01772) 653000 or email [bid@lancschamber.co.uk](mailto:bid@lancschamber.co.uk)

### VISUAL

#### "TO DELIVER IMPROVEMENTS IN VISUAL ASPECTS OF THE BID AREA"

- ✓ 5 new signs erected
- ✓ 40 positive pieces of PR coverage
- ✓ 20 reports of litter, fly-posting or graffiti have been acted upon

### SAFE & SECURE

#### "TO DELIVER A MORE SAFE & SECURE BID AREA"

- ✓ 51 Pubnet members - over 90% of pubs, clubs & bars in the BID area
- ✓ 67 Radionet members - over 24% of retailers
- ✓ 38 new members to Radionet/Pubnet
- ✓ 4000 Proud Kids Wristbands issued
- ✓ 15 medical incidents directly attended by Ambassadors
- ✓ 34 criminal incidents reported - leading to Police apprehension
- ✓ 41 instances of antisocial behaviour, dealt with either directly or through reporting to Police

### IN ADDITION

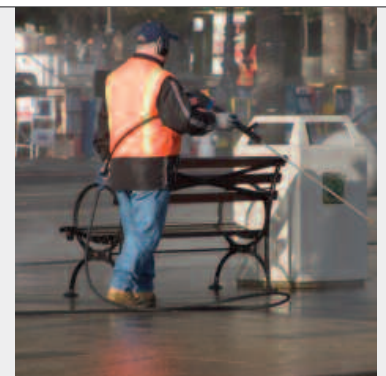
- ✓ Bi-monthly newsletters introduced
- ✓ Fully funded Customer Care Training introduced
- ✓ Web-site development
- ✓ Proud Kids Wrist Bands introduced
- ✓ 50 stockists of Proud Kids Wristbands
- ✓ 4 surveys conducted
- ✓ 4 BID Ambassadors recruited & trained
- ✓ 1 Marketing & Events Manager appointed
- ✓ 1 Operational Manager Appointed
- ✓ Steering Group fully operational

## Street Washing

As part of our manifesto, we suggested that a rolling programme of street washing and additional cleaning should be carried out which would be funded by the BID. This additional service will not replace what the council does as standard but will be a bespoke programme designed by the BID and carefully planned to ensure maximum impact for the City centre. It's well known that if your streetscape is clean, hygienic & safe, it offers a much more positive impression of the City centre to would be visitors.



As well as scheduled washing/cleaning BID will also provide access to a quick response team who will assist as urgently as possible for unsightly blights of the City centre.



# PUBNET PROPOSED MEETING DATES



1st December 2009  
January 2010 – TBC  
2nd February 2010  
2nd March 2010  
6th April 2010

# Bid 4 Business - City Talk



City Centre companies recently attended the second **BID 4 BUSINESS** event at the City Business Centre. Delegates heard from Preston's MP Mark Hendrick and the newly appointed Chief Executive of Preston Vision Eliot Lewis Ward about their work for Preston.

Delegates were given the opportunity to question both speakers at the event which provided an ideal platform for City centre businesses to meet each other whilst hearing first hand the agenda for City development.



# QUALITY & FEEDBACK



The BID Team are keen to hear your comments, feedback and suggestions and do welcome them. If you have anything you'd like to discuss simply talk to one of the BID Ambassadors or call the office on (01772) 653000 or email [bid@lancschamber.co.uk](mailto:bid@lancschamber.co.uk)

# CUSTOMER IS KING!

**Some of the City's leading businesses showed their commitment to the Preston 'N' Proud Customer Charter by attending the first in a series of customer led training sessions. The free training organised and delivered by Preston's Business Improvement District in association with Preston College has been designed to offer real benefits to those companies who are serious about keeping and attracting customers.**

Babs Murphy from the BID said "It's no secret that people buy from people. We've all had experiences of poor customer service and tend not to forget them quickly. The aim of this initiative is to send out the message to Preston's citizens and further afield that if you come to Preston for shopping, leisure or even on business – you will be looked after. Attending the course Vija Diniro from the Holiday Inn Preston said: "Whilst we have our own internal brand standard for customer care, today's course really has been beneficial. No one can ever know all there is to know about how to keep and attract customers and today's course has given me some really tangible tools to adopt in our work place. Whilst the course, in total, is only six hours, it's something I'd encourage every business to do". Those who successfully complete the course are eligible to sign up to the Preston 'N' Proud Customer Charter the core principles of which are to welcome and encourage customers, to be helpful and proactive in dealing with customers and to welcome feedback and suggestions with a positive attitude!

**Details of the businesses that have signed the Preston 'N' Proud Customer Charter will be publicised on BID's website at [www.bidpreston.co.uk](http://www.bidpreston.co.uk) Further courses are planned for later in the year and all levy payers are entitled to nominate their own Customer Champion to attend for free. For further details call BID on (01772) 653000 or speak to one of the City centre Ambassadors.**



# Want to Work With BID

If you want to be a potential supplier to BID simply complete this form and post it back to us, or alternatively, register online at [www.bidpreston.co.uk](http://www.bidpreston.co.uk)

Contact Name:

Company Name:

Telephone Number:

Email:

Product/Service Description:

## National High Street Index

**It appears that the high street has settled into what is a new reality of a long term annual downward trend in footfall of around 5%. In September, the annual change in footfall in the UK's high streets was -5.5%, following an annual decline 4.4% in August, with a year on year decline of 4.9% for the year to date to the end of September.**

The degree of decline in footfall appears to be mirrored by an increase in customer activity of a similar magnitude in out of town retail and shopping park locations. The Springboard Retail Park Index recorded an annual increase of 5% in September (compared with -5.5% in town centres) and a change for the year to date of +4.6% (compared with -4.9% in town centres). What is also important, however, is to appreciate that not all town centres are experiencing the same rate of decline in footfall.

The positive news is that in 23% of the UK's town centres, footfall actually increased annually in September and, in a further 21%, the year on year decline since September 2008 was less than 5%. On the downside, however, this also means that in over half of all UK town centres footfall declined annually by more than 5% in September, with 29% experiencing an annual fall in footfall of over 10%. And the next obvious question is whether the decline in footfall in our high streets has any geographic pattern: and it seems that largely this isn't the case, with all regions nationally experiencing an annual decline in footfall in September. However, town centres in Wales and the South West are seeing the greatest loss of footfall, with both annual experiencing an annual decline of over 13% in September.

## Preston 'N' Proud Card – Coming in 2010

**In the new-year we will be launching an exclusive card that gives all those working in Preston's BID area access to preferential rates. The Preston 'N' Proud card will offer great privileges and discounts in the stylish shops, bars, entertainment venues, restaurants and hotels and even from professional fees/services!**

Not only does the card offer privileges to its user, it also offers benefits for all the businesses offering discounts by regularly promoting their offering and wider services. Preston 'N' Proud wants to encourage those who live and work locally to spend locally. The concept is simple; all outlets in the City centre will be offered the opportunity to have their staff apply for one of these free cards. All data on applications will be kept by BID and made available (providing applicants don't opt out) to all the outlets offering discounts to enable them to actively promote their products to a captive market.

The BID Ambassadors will be visiting Levy payers early in the new-year with more details about the scheme and to offer you the chance to participate.

## Rates – Did You Know?

Every five years all non-domestic properties are assessed by the Government's Valuation Office Agency and given new ratable values, based on rental values, for the purpose of calculating liability for business rates. As it stands, the revaluation of business rates due to come into effect in April 2010 will reflect when property costs were at their peak in April 2008, and therefore does not reflect today's values. Details can be found at [www.voa.gov.uk/2010](http://www.voa.gov.uk/2010)

