

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

Contact Name:

Company Name:

Telephone Number:

Email:

Product/Service Description:

Surveys

A survey of visitors to Preston City centre began in January and will conclude in February. The aim of this being to identify what workers, shoppers and those that use your businesses in the city centre value the most and what would encourage them to visit more often. We will also be surveying businesses in the city centre in preparation for BID's second year of activity. We want to know what you would like to see happen in the City centre and what you think is important to the development of Preston and your business. If you would like to take part in this survey and directly influence the success of the Business Improvement District please complete the survey at www.surveymonkey.com/s/member-survey-2010 or contact the BID office on 01772 653000 to request a paper copy of the questionnaire.

Pride in Preston

One big turn off for shoppers and visitors to any city centre is rubbish and fly tipping. Unightly streets and pavements could well be putting off your customers from visiting Preston at all – especially when retailers are up against competition like the Trafford Centre & Liverpool 1 which are constantly kept spotless. A simple way to show pride in your city centre, encourage people to return to Preston and also to steer clear of the council's new clamp down on commercial waste is to look after your own patch. By making sure that rubbish isn't left out before collection day, finding a solution to your customers' cigarette ends and making sure food wrappers aren't left on pavements you can do your bit to keep the city centre looking its best. BID will be doing its bit to assist you this year as we introduce street washing in the City centre.

For more information on the City council's commercial waste policy and guidance on its disposal please call 01772 906 221 or visit <http://preston.gov.uk>



PRESTON LAUNCHES FIRST FREE BLUE PLAQUE IPHONE APP TO BOOST TOURISM

Preston is the first city in the UK to have a free iPhone application celebrating its blue plaque sites dedicated to famous figures from the past. From Benjamin Franklin to Richard Arkwright, visitors and residents of the city can now use the very latest technology to find out more about Preston's prestigious past. You can even take a virtual tour of the blue plaque sites accompanied by your very own virtual blue badge guide, Melvyn Dod.

This pioneering use of new technology which aims to help visitors and residents in the city, has been developed in partnership with Preston City Council, the University of Central Lancashire, JISC and Preston and South Ribble Civic Trust. Welcoming the launch of the iPhone application, The Leader of Preston City Council said: "Once again Preston is at the forefront of new technology and I am delighted the city is embracing and pioneering its use. Millions of people around the world are now using iPhone, iPod, and mobile phones to access the internet to get video, audio, maps and a whole host of money and time saving applications. This is a fantastic way to promote Preston and we are very grateful to the University and the Civic Trust for working with us on this pioneering project. The application is free to download and can be used by both iPhone and iPod touch devices. It is available at <http://itunes.apple.com/gb/app/blueplaques/id351336702?mt=8>.

A website version of the application, can, can be found at: <http://www.preston.gov.uk/about/preston-s-blue-plaques/>



February 10
Edition 4

PRESTON PROUD

Business Improvement District Newsletter

Message from the BID Chairman

Welcome to the first newsletter of 2010. So what does this new year hold for us all? The BID philosophy of 'Businesses Doing It for Themselves' is a clear differentiator for Preston City centre and its businesses. We will be taking time during the coming months to reflect on the effectiveness of the work completed during 2009 and consider what changes if any need to be made to the original three year plan, after all the circumstances today are very different than that envisaged back in 2008 when the BID was first proposed.

More than ever it is important that businesses work together to grow the appeal of the place in which we trade and to work with BID in identifying the most effective actions to grow the economic performance of Preston.

Ken Williams

What's Happening Right Now.....

- Gathering Information from businesses and visitors to assist us with our second year plan
- Working on major events for this year
- Preparing empty property portfolios in order to try and encourage inward investment to the City
- Working with stakeholders to make Preston the place to visit
- Preparing statistical data in order to benchmark our achievements
- Exploring new marketing ideas to keep Preston ahead of the game
- Planning a series of City Talk events for this year
- Exploring options for tracking footfall and flow around the City centre

Preston 'N' Proud Cards

In an effort to capitalise on local trade, we intend to introduce a Preston 'N' Proud loyalty card for all those who live and work in the City centre. With all the shopping options available



within a short drive of Preston, it's key that we work together to avoid this money being spent outside of the City. The aim of the project is simple, all businesses in the BID district will be asked if they wish to offer a preferential rate/product to those with the card. These offers will then be published on the BID website and advertised in this newsletter. Those people who, like you, work in the City centre will be encouraged to apply for their free Preston 'N' Proud card to take advantage of the special offers.

The Ambassadors will be visiting companies over the coming month to ascertain interest and provide more detailed information. Schemes similar to this are already successfully working in other BID districts.

BID OFFICE

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

PRESTON CITY CENTRE
**BUSINESS
IMPROVEMENT
DISTRICT** **BID**



City Talk

This year we will once again be hosting a series of business led events – namely “City Talk”. Last year events covered topics such as Tithelbarn, Regeneration of the City and a chance to meet and question our Member of Parliament. The first in this year’s series of events will look at Preston Guild and how businesses in the City centre are integral to its success. An invitation will be sent to all levy payers in due course. In the meantime, please take a moment to consider what topics you’d like to see covered at City Talk events. The events should be relevant, informative and inclusive. Please pass your feedback directly to the BID office via email to bid@lancschamber.co.uk or speak directly to a BID Ambassador.



Retail PACT Meeting



The December Retail PACT meeting was held by PC Fran Dawson at the Town Hall and as usual BID was represented.

At this meeting we heard a presentation from the Police Community Engagement team who spoke about how retailers can work to reduce the risk of being a victim of terrorist activity. If you missed this meeting and are interested in finding out more then please contact Keith Jackson or a member of his team at the Lancaster Road North Police Headquarters on 01772 209 733 or 01772 209 830

As usual there was an update on city centre crime statistics & the work of the police and retailers priorities were established for PC Dawson’s team to work on. At this meeting there was an update from BID on activity relating to retailers and as usual an opportunity to sign up to the Radionet scheme which links retailers to each other, CCTV and the police. If you would like to join Radionet please contact the BID office through a BID Ambassador, by email at crime@lancschamber.co.uk or by telephone on 01772 653 000

British Retail Consortium

December sales figures were stronger than the BRC dared to think! UK retail sales values rose 4.2% on a like-for-like basis from December 2008, when sales had dropped 3.3%, due to turmoil in financial markets hitting consumer confidence. On a total basis, sales rose 6.0% against a 1.4% decline in December 2008.

December Sales Figures (National)



Gritting

During the recent spell of bad weather the BID Ambassadors had a number of queries about the gritting of streets and pavements. Unfortunately BID does not deal with this however if you have a query or request you can contact the highways department at the county council directly on 0845 053 0011 or by email highways@lancashire.gov.uk

CCTV

There is a current review of CCTV in Preston by a group of city councillors at the town hall. If you have an opinion about coverage, the number of cameras in the City centre or the issues that their usage raises BID are happy to represent you. Please contact the BID team at bid@lancschamber.co.uk or on 01772 653000



PUBNET PROPOSED MEETING DATES



Pubnet will meet as usual on the first Tuesday of every month.

The next meetings will take place on:

Tuesday 2nd March

Tuesday 6th April

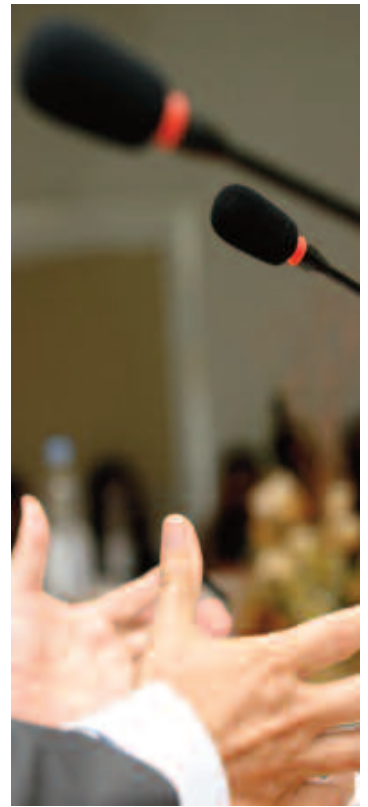
Pubnet

Recent guest speakers at Pubnet meetings include:

Preston Fire & Rescue with a reminder of licensees legal responsibilities and how they can help venues to comply.

Drugline Lancashire who supplied information cards about binge drinking and the effects of recreational drugs. These are for distribution to customers in order to educate drinkers and reduce the number of people over indulging and getting in trouble on a night out.

CitizenCard This government and police backed proof of age scheme aims to reduce the number of under age people being served alcohol in Preston city centre venues. Free packs have been distributed and BID is looking at opportunities to get young drinkers signed up for the ID cards.



If you are a licensee and you would like information about any of these organisations or would like to attend a Pubnet meeting for the first time please contact the BID team either through a BID ambassador, by emailing bid@lancschamber.co.uk or by calling 01772 653 000 during office hours.

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

Licensing Act

The Government has published a consultation on a proposal to amend the Licensing Act 2003. This consultation seeks views on a proposal to exclude the provision of musical instruments from the definition of entertainment facilities in the Licensing Act 2003; and clarify that entertainment facilities are not separately licensable if they are used solely for the provision of incidental music. The consultation document and information can be found on the DCMS website



Ambassadors

We have extended the hours of the BID Ambassadors. They are now on duty in the City centre from 8.30am – 5.30pm Monday to Saturday and 11.00am – 5.00pm on Sundays. Feel free to stop them if you want to talk about BID, Pubnet, Radionet or anything else regarding the City centre – if they can't help they will know who can.

