



FIND **YOUR** FLEET

Fleet BID Levy Payer Meeting
15th May 2019



Welcome
Bruce Bulgin
Vice Chair

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Agenda

- Welcome and Introductions
- Fleet BID Update: Emma Molyneux, Chair
- Financial Statement: Ian Fuell, Finance
- A word from Professor Christopher Turner, Chair of British BIDs
- Going forward: Bruce Bulgin, Vice Chair
- Fleet Up Your Game Up Your Gain report and Customer Service Awards: Jim Smith, Shopper Anonymous
- Open Feedback session – The Voice of Business
 - What would you like to see the BID deliver to help your business?

Aims of the BID



Increase footfall



Save businesses money



Generate additional income that can then be invested in the town



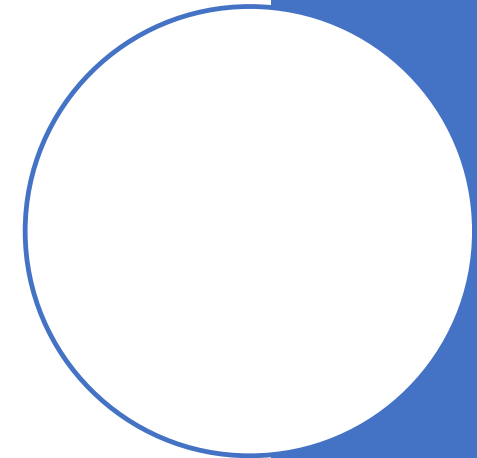
Improve the experience in Fleet



Provide business support



Support good practice guidance for BIDs



For business who engage, a BID provides the opportunity to

**Save
Money**

**Make More
Money**

BID Update
Emma Molyneux
Chair

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Projects delivered / ongoing from the Business Plan

- Advertising Fleet – Hampshire Life and Local magazines
- Mystery shopping service
- Business Awards scheme
- Develop a website for the town
- Promoting the town and businesses on social media
- Bringing more events to the town
- Introducing additional markets to bring more people into the town
- Parking discount schemes for shoppers
- Obtaining discounts for businesses waste - £37,000 savings identified
- ‘FleetWatch’ scheme to reduce theft from retailers
- Introducing street art to create focal points and a visual impact in the town
- Campaigns encouraging people to buy locally – Advent Windows, Information Wall, online
- Developing a Brand for Fleet



From last year's levy payer meeting

Parking



Crime



More events



Financial Summary
Ian Fuell
Finance

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Financial Summary 2018/19

Marketing,
Promotion and
Events £131,711

- Summer trail, Santa's Post Office, Food Festival, advertising, Curry Festival

Business Support
£30,288

- First Aid & Mental Health First Aid Training, Procurement support, Business Briefings

Improving the
Experience
£29,791

- Summer Flowers, Christmas lights, information wall, FleetWatch

Admin £32,026

- Levy collection costs, insurance, professional & legal advice, accounting & audit

Professor Christopher
Turner
British BIDs





Going Forward
Bruce Bulgin
Vice Chair

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How we evaluate projects

- Does it align with the business plan?
- Which sectors will benefit (retail, health & beauty, night time economy, service sector)?
- Does it provide opportunities for businesses to save money?
- Does it provide opportunities for businesses to make money?
- Is the BID best placed to deliver this (rather than the council or another organisation)?
- Will it improve the perception of the town?



Our Vision – The Voice of Business Representing You

More individual support

Making sure the voice of business is heard –
regeneration, parking,

Continue programme of events – focus on
high quality, high impact to bring people to
Fleet

Closer working with Hampshire Chamber of
Commerce to provide greater support



Customer Service
Awards
Jim Smith
Insight6

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transformation comes as standard

2019 Fleet Business Excellence Awards

Jim Smith



**2019
BUSINESS
EXCELLENCE
AWARDS**

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SPECIALISTS



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2019 Fleet Business Excellence Awards

Working Together to Support Local Businesses

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2019 Fleet Business Excellence Awards

Aims:

Provide support to the Town's smaller local retailers and businesses for the future, especially in these tough times

Provide expertise not often accessible to the smaller businesses

Ensure the town and its facilities – including its shops – are seen as attractive to visitors. The hope is they enjoy the experience and want to come back

Recognise the local excellence in the town



2019 Fleet Business Excellence Awards

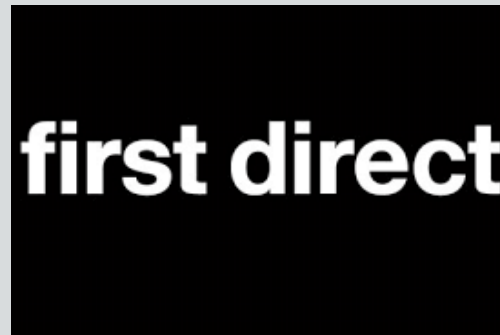
Context:

- Economic uncertainty
- Independents v chains
- Competition: especially the web
- The ongoing press about High Street
- Closures – big ones
- Sustainable footfall necessary....
- ... and that comes from great customer experiences (CX)



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does great client experience work?





So why is service so important...

- People come back
- People tell others (good and bad)
- They remember brilliant and poor, not average
- They make snap judgements
- Reputation
- Expectations
- Value is service v cost – are you the cheapest?
- Competition
- The firms that get CX right generally make more money



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2019 Fleet Business Excellence Awards The Results





2019 Fleet Business Excellence Awards

- Open to all in Fleet area, 41 involved - 37 retailers and 5 businesses
- Consisted of a customer experience review, feedback and this awards ceremony
- Overall Average 92% (90% in 2018)
- 66% (58%) of businesses achieved scores over 90%
- Ranged from below 71% (50%) to a fantastic 100% (98%)



2019 Fleet Business Excellence Awards

Of those that participated last year:

- 18 improved their scores
- 3 were the same
- 10 lost some marks (but many were a percentage or two)
- The biggest improver gained 49%!



How You Compare

- Town Centre averages:
 - Cranleigh 87
 - Farnham 87
 - Eastleigh 86
 - Winchester 89
 - Godalming (2014) 81
 - Guildford 90
 - Winchester City 86
 - Woking 82
 - Fleet 2018 90%
 - **Fleet 2019 92%**
 - Average 86.5





great tips

1. Get feedback
2. Director of first impressions
3. Make it personal
4. Fresh branding, displays etc – make it look good
5. Speed – deliveries, call backs, engaging people



great tips

6. Who are you and where? Tell people
7. Emphasise value – especially if up against the Internet. Make people realise *‘why you’*
8. Upsell v suggestive sell
9. Nothing of value was ever sold without rapport



Summary

- Really well done. You have great businesses
- The customer experience (CX) in the town is improving
- The town, and your businesses will benefit – from the PR, from this support, and from the confidence that knowing how well you are doing
- The overall visitor experience depends on all of you – one poor experience sours a visit
- It is critical that all businesses respond to the issues brought out of *YOUR* reports. I will distribute them soon



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2019 Fleet Business Excellence Awards

To Present the Awards:
Emma Molyneux
Chair, Fleet BID

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2019 Fleet Business Excellence Awards

Award Categories:

- Retail and Business categories
- Bronze, silver and gold levels
- Overall winners

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2019 Fleet Business Excellence Awards

Bronze Awards

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2019 Fleet Business Excellence Awards

Silver Awards

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Gold Awards

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2019 Fleet Business Excellence Awards

Winner – Business Category
Bates Solicitors

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2019 Fleet Business Excellence Awards

Winners – 4 winners all scoring 100%

Captured Moment

Pedal Heaven

Ravenscroft MOT & Service Centre

Tackle Up

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**2019
BUSINESS
EXCELLENCE
AWARDS**

FIND*YOUR***FLEET.ORG**

Open Feedback Session – The Voice of Business

What are the key issues affecting your business?

- Costs of running a business – waste, recycling, utilities, business rates
- Expertise to expand - Lease negotiation, Legal Advice, HR advice, marketing advice
- Regeneration – what are your views?

Summary and
next steps

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Forthcoming Events / Dates for your Diary

- 11th June – Drop in Business Support session – business rates, lease negotiations, HR advice, procurement support
- 22nd – 23rd June – Fleet Food Festival
- July / August – Summer holiday trail
- Wednesday 26th June – Free one day Emergency at Work First Aid Training
- Wednesday 25th September – Free one day Emergency at Work First Aid Training
- Autumn – Fleet Food Week
- October – Hampshire Police Crime Event