



FIND **YOUR** FLEET

Fleet BID Activity Overview



Welcome to

FLEET

Forthcoming Events / Dates for your Diary

- Overview of activity over the last year and last 5 years
- BID Vision and aims
- Fleet BID Business plan 2022-27
- Running the BID
- Appointment / Approval of BID Directors
- Receive the Accounts
- Thank you and close

Agenda

- Overview of activity over the last year and last 5 years
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BID Annual Report

Tracey Shrimpton

Leaflets and fliers promoting businesses and events

FLEET ROAD OCTOBER EVENTS

26TH & 27TH OCTOBER
Halloween Wreath Making & Halloween Street Circus

28TH OCTOBER
Pumpkin Carving, Bubble

We have so many great businesses in Fleet from unique indies to high street essentials - this map shows you the range available. Do visit our www.findyourfleet.org for the full list and locations.



Need a taxi?
Hart Taxis is the Number 1 local private hire and taxi company. 01252 616149 www.harttaxis.com

- Key**
- Library and Harlington Arts Centre
 - Banks: Barclays, Lloyds, Natwest, Halifax, Santander
 - Supermarkets: Waitrose, Sainsbury's, M&S Food
 - High Street essentials: Claire's Accessories, Clarks shoes, Caro Factory, Clintons, Dry Cleaners, EE, F Hinds, Holland & Barrett, New Look, M&Co, Majestic, Millets, Pets Corner, Post Office & McColls, Robert Dyas, Ryman's, Superdrug, Vodafone, The Works and WH Smith
 - Health, beauty and wellbeing including 8 hairdressers and salons, chiropodist, dentist, 6 barbers and 6 beauty salons, nail bars and a great tattoo parlour
 - Restaurants and cafes: Café Amici, Cantine dog café, Daisy's Tea Rooms, El Castello and Sorrento Italian, Two Spoons Bistro, Prezzo, Pizza Express, Indian, Nepalese and Chinese, Sushi
 - Antiques: 217 Menswear, Captured Moment Jewellery, pop up shop,

CELEBRATING FLEET FOOD WEEK 2019

There's something for everyone's plenty of business

INDIAN RESTAURANTS

- 240-242, Gosport Road, Gosport, Hants, PO12 1JH
- 372, Gosport Road, Gosport, Hants, PO12 1JH
- 374, Gosport Road, Gosport, Hants, PO12 1JH
- 441, Gosport Road, Gosport, Hants, PO12 1JH
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Sleeping Beauty at The Harlington
Saturday 11th to Wednesday 14th November
Fleet Panto returns - fun filled entertainment for all the family

Fleet Hub Veg Mini Market
Saturday 11th November
10am to 4pm
Artisan stalls, cakes, natural

FLEET VEGAN MARKET

What's On

Come and enjoy our events, a unique gift for Christmas from where you're guaranteed great

Dogs n Homes Christmas Market
Saturday 20th November
Treat your furry friend over personalised items, Christmas handmade treats for your pooch

Fleet Christmas Festival
Wednesday 24th November
2pm to 9pm, Fleet Road
Christmas market, Christmas lights switch on and family entertainment.

Hart of Craft
Saturday 27th November
10am to 5pm
Monthly market with Artisan stalls on the last Saturday of the month in the Hart Shopping Centre.

Fleet Hub Christmas Mini Market
Daily from Monday 22nd November to Thursday 23rd December, 10am to 4pm
For personalised gifts, Christmas decorations, handcrafted treats, beautiful homeware and much more from local businesses.

Parking in Fleet

1. Victoria Road and Harlington Way: 157 spaces, 9 disabled spaces.

2. Church Square (closed on Saturdays): 2 disabled spaces.

3. Branksomewood Road: 157 spaces, 17 disabled spaces.

4. Church Road: 319 spaces, 8 disabled spaces.

5. Hart Shopping Centre: 520 spaces, 17 disabled spaces.

6. Birch Parade: Birch parade customers only.

Parking tariffs

Council owned car parks
Parking in council owned car parks is 20p for 30 minutes, £1 for up to 2 hours, £2 for up to 4 hours.

Overnight parking is £1 (£2 in Gosport) for 30 minutes, £1 for up to 2 hours, £2 for up to 4 hours.

On Sundays and Bank Holidays, overnight parking is 20p for 30 minutes of contactless use.

Use MiPermit for contactless use.

Hart Shopping Centre
£1 for 2 hours or £2 for up to 4 hours. Parking is free after 6pm.

Parking for blue badge holders in council owned car parks and in parking spaces.

FIND YOUR FLEET

Fleet High Street Guide

SHOP IN FLEET
It means a great deal.

With over 200 independent businesses, Fleet is a great place to live, work, shop and visit.

If you haven't visited for a while you might be surprised - as well as high street essential stores, banks and supermarkets we have many cafes, bars and restaurants, indie boutiques selling unique products and specialist shops for your sport or hobby.

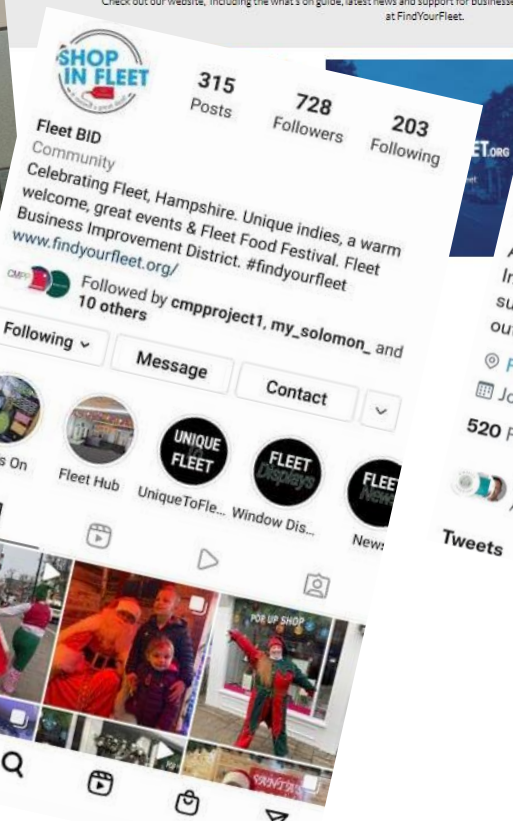
FINDYOURFLEET.ORG

Marketing and Campaigns

- FindYourFleet website
- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube channel
- Marketing campaigns
- Consumer email database



For everything you need to know about Fleet in Hampshire
Consistently ranked as one of the best places to live in the country, Fleet in Hampshire has so much to offer whether you are looking for great independent retailers or high street essentials, somewhere to meet up with friends for a drink or a great night out.
Check out our website, including the what's on guide, latest news and support for businesses. What's on guide is available here at FindYourFleet.



Training and Business Briefings

Business Briefings

- HR
- Social Media
- Lease negotiation
- Furlough
- Crime and antisocial behaviour
- Cyber awareness
- GDPR
- Future of the High Street
- Sustrans – 10 minute towns

Training

- First Aid Training
- Mental Health First Aid Training
- Fire Warden Training



Mental Health First Aider Training (2 Days)



Crime and antisocial behaviour support

- Fleetwatch scheme
- DISC system for sharing offender information
- Regular police meetings
- Taxi marshal pilot
- 121 advice and support

STOP PICKPOCKETS!
Collect your **FREE**
Purse Bell and Purse
Cable **HERE**



Safer Hampshire Business Partnership



FLEETWATCH

The screenshot shows the FleetWatch website interface. At the top, there is a navigation bar with links: Home, Browse Subjects, Galleries, Alerts, News, Events, Documents, and M. Below this is a prominent red banner with a white exclamation mark icon and the text "Click here to submit a report...". To the right of this banner is a blue button labeled "Latest Amendments". Below the red banner is an orange button labeled "Latest Subjects". The main content area features a news article titled "Fleet Business Improvement District funds taxi marshal pilot in Fleet". The article text includes: "A taxi marshal scheme aimed at ensuring driver and passenger safety is set to launch over the Christmas period in Fleet, in partnership with Fleet Business Improvement District and Hart District Council's community safety and licensing teams. The Security Industry Authority-licensed marshals, provided by Bridgegate Security with two thirds of the funding from the Fleet Business Improvement District and the balance from Hart District Council, will operate on Friday and Saturday nights, from midnight to 4am at the taxi rank opposite Moo Moo nightclub until the New Year. The scheme aims to ensure safe operation of the taxi rank by:" followed by a bulleted list: "Ensuring an appropriate queuing system of taxis and passengers.", "Intervening in disputes between drivers and customers.", "Ensuring any vulnerable customers are looked after.", "Diffusing any confrontation between customers or drivers.", "Liaising directly with the council's CCTV department in the event of any incidents.", "Reporting any issues to the council's licensing department." The website also includes social media icons for Facebook, Twitter, LinkedIn, and Instagram, a search bar, and a sidebar with "Categories" (BIC, Bus, Coi, Eve, Spe, Uni) and "Archives" (No, Oct, Aug, Jul).

COVID support

- Free posters
- Hand sanitiser and visors
- Updates on latest government guidance
- Lobbying to support businesses to access grants
- Making the council and our local MP aware of issues affecting businesses



Improving the Experience

- Community wall and recycling points for local charities
- Parking schemes
- Christmas lights and summer flowers extended along Fleet Road to the station



Fleet

Signage and Wayfinding Review

FIND YOUR FREE PARKING



FIND YOUR FLEET.ORG



Celebrating new businesses and business success in Fleet

FIND YOUR UNIQUE

New businesses in Fleet

We have some great new businesses which have opened in Fleet in recent months. If you haven't visited them then make sure to check them out next time you're in Fleet.

Elements Yoga Studio

Whether you are a fully-fledged yogi or a complete novice, Elements Yoga Studio have a complete class for you. Leave the outside world behind and immerse yourself into a sanctuary of peace and calm in our bespoke studio where you will awaken, move, breathe and connect in an inspiring, nurturing and uplifting setting. Our teachers are caring, approachable and experienced yogis with a passion for authentic yoga and a commitment to deliver an enjoyable and positive class experience, putting you at ease and enabling you to focus on and deepen your practise each and every time you visit.

www.elementsyogastudio.co.uk



All About Feet

All About Feet clinic offers professional and affordable cosmetic and medicinal treatment for feet, ranging from a simple nail cut to nail surgery. You can be confident that our team will look after your foot health issues you have and can offer a range of complementary therapies including Reflexology, Maternity Massage and Reiki.

01252 628444




Acorn Orthodontics

Established in 1997, formerly as Fleet Orthodontic Practice, Acorn Orthodontics has developed into a leading, state-of-the-art orthodontic practice.

Our dedicated team of specialist orthodontists create beautiful, perfect smiles for you feel happy and confident. Led by Dr Wilson, our team are dedicated to our patients with outstanding care and have an enjoyable experience.

www.acorn-orthodontics.co.uk

Wonder & Wild

New children's clothing and bookshop opens in Fleet giving the high street a boost



ENVIRONMENT

WHAT A SCOOP!

Less than two years after taking her first tentative step into retail, Fleet entrepreneur Kate Cottrell is moving her zero-waste shop Scoop into a central location in the town



FIND YOUR FLEET

Pumpkin Patch Nursery celebrates 20 years in Fleet

Local nursery Pumpkin Patch celebrated 20 years in Fleet in October and marked the event with a number of celebrations for parents, children and staff.



Gill Church and Ali Napier from Pumpkin Patch in Fleet who celebrated 20 years in Fleet in October.

Scoop is a great example of a successful high street business flourishing – just two years after it first opened Kate Cottrell has moved to a new premises in the centre of town at 184 Fleet Road.

Customers can bring their own containers (or purchase in store) and buy items such as herbs, spices, dried fruit, nuts, flour, oils, shampoo and cleaning products. Products are sourced from ethical suppliers and local producers are chosen wherever possible. Scoop also stocks re-useable face cloths, bamboo toothbrushes, reusable straws and traditional wooden toys. More recently Scoop's range has been expanded to include the very popular Tony's Chocolonely and vegan sweets and plans include refill wine and local beer.

Kate founded Scoop in 2019 to allow customers to shop without plastic, bringing their own containers, buying items by weight or volume allowing people to just buy what they need.

She explains: "I founded Scoop driven by feedback from the local community, and Scoop has become a passion for our whole family. My husband Matthew has been a huge support, particularly during this move, and our children are always happy to lend a hand. Moving to our new premises in the heart of Fleet has been driven by their encouragement and positive feedback from the local community. We have had so many requests to expand our range. Moving premises gives us an opportunity to do this, as well as reach a larger market."

"We have already had lots of interest from people passing by when we were fitting out the shop and have to cost the earth – many of our items are price-matched with supermarkets, and of course if you buy just what you need there will be less waste, saving you money too."

Tracey Shrimpton, Fleet BID Manager says: "There has been so much written about the demise of high streets but Scoop is a great example of a successful high street business – offering not only products that customers want but also an amazing experience. Scoop is a joy to visit and expert advice is always on hand."

"Kate is hugely inspirational, and Scoop is an amazing example of a purpose-driven business. Kate has done so much to raise awareness of the importance of reducing single use plastics as well as wider environmental issues and has inspired so many people to make small changes that can make a big difference."

Founded in Fleet by former infant school teacher, Gill Church, in 2001, Pumpkin Patch now have three nurseries locally. Pumpkin Patch is still shaped by Gill's vision to provide high quality, personalised care to local families.

Founder Gill Church says: "As a small and independent nursery I'm extremely proud to be celebrating this milestone. When I set up Pumpkin Patch my vision was to create an environment that encourages effective nurturing through supporting each child's individual interests. One of our small and long time, and our Nursery Manager, Ali, has been with us for almost 20 years. As an independent nursery we can offer more personalised support to our staff and are always looking for people who share our vision and passion to join our team."

Tracey Shrimpton, Fleet BID Manager says: "When town centres are mentioned, people often think of shops. However, there is so much more to a successful high street including businesses like Pumpkin Patch which make a town the heart of the local community. Huge congratulations on celebrating 20 years which is an amazing achievement."

"We are only able to deliver high quality childcare through the quality and dedication of our staff. Staff training and development is so important. From initial induction to regular courses and encouraging staff progression whenever possible. Many staff have been with us a long time, and our Nursery

The last 18 months have been tough for everyone, but as key workers we have stayed open to support our parents who have had to work, many of them workers themselves. As we emerge from the pandemic I am delighted that we are able to celebrate our 20th Birthday with children, parents and our staff.

imaginative play and learning that develops many skills.

Press coverage putting Fleet on the map and representing you

Business boost as Fleet BID and Hampshire Chamber strengthen ties and Gulfstream arrives in Farnborough

Businesses in Fleet are set to benefit from stronger ties between the town's Business Improvement District (BID) and Hampshire Chamber of Commerce.

The two business-led organisations have agreed to cooperate on shared member priorities including economic development, lobbying to government and tackling workforce skills gaps.

Under a formal memorandum signed by BID and Chamber directors, the pair will work together to improve more networking and information-sharing events, signpost respective members to sources of business support, share the results of skills surveys and promote business involvement in local skills development.

Among the key benefits for Fleet BID levy payers will be the Chamber's added involvement on policy responses and campaigns to help ensure their views are heard loud and clear by Hart District Council and other politicians and decision makers.

To support this activity, BID-nominated town owners will join two influential Chambers of Commerce, Rushmoor & Hart Business Strategy and Planning & Transport Strategy.

BID Chair Emma Molyneux said: "It is a third year we are seen to have access to representatives of Hampshire."



Christmas in Fleet

SAVOURY BOOTS

Decorate your Christmas boots with our festive range of socks, scarves and hats. Choose from a variety of designs, including our popular 'Fleet' and 'Hart' themes. Perfect for the festive season, these items are available in a range of sizes and colors. Visit our website for more details.



Cllr Bob Schofield, Sue Tilly and Nicola Frost present Gareth, Charlotte and Zee Sutton with their prize.

YOUR COMMUNITY Family fun brings shoppers to town

FAMILY fun has been the theme of the recent Family Fun event in Fleet. The event, which was held on Saturday, saw a large number of families enjoying a day of fun in the town. The event was organised by the Fleet BID and was a great success. It was a wonderful day for everyone involved and we hope to see more families enjoying the town in the future.

FLEET & YATELEY NEWS & MAIL

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HEROES FLEET OF FOOT
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BOUNCING BACK
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Winner says farewell

FLEET folk have bid a fond farewell to a local visitor. The great Nutcracker King, who came to the town to help with the Christmas celebrations, has returned to his home in the South of France. The King was a wonderful character and we will miss his presence in the town. We hope to see him again in the future.

Festival serves up a feast for the senses

Fleet, just, aromatic, rock and a little bit of magic. The festival was a wonderful success and we were delighted to see so many people enjoying the event. The festival was a great success and we were delighted to see so many people enjoying the event. The festival was a great success and we were delighted to see so many people enjoying the event.

NEWS & MAIL

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HART AND SOUL

REMEMBRANCE TRIBUTE ON DISPLAY AT SHOPPING CENTRE - PAGE 3

Get a taste of the world with continental market



Call for shared vision of town

FLEET BID WANTS TO HEAR FROM COMMUNITY ABOUT AREA'S FUTURE

By DANIEL BLANK
FLEET BID wants to hear from the community about the future of the town. The BID is looking for ideas and suggestions from local businesses and residents. The BID is looking for ideas and suggestions from local businesses and residents. The BID is looking for ideas and suggestions from local businesses and residents.

Shops make offer for small business day

WITH more than 200 independent businesses in Fleet, people are being encouraged to enjoy the free entertainment and activity planned for Saturday. The Fleet Business Improvement District (BID) has organised a number of entertainers and offers from local shops on Small Business Saturday, a national campaign encouraging people to support local independent businesses.

Cracking trail to keep kids amused

FLEET'S special Nutcracker Trail has been officially launched, with 10 six-foot soldier statues lined around the town. Visitors can complete the trail by identifying the location of all 10 Nutcrackers for the chance to win a prize. The trail was launched during the Small Business Saturday celebrations held on December 2, which featured entertainment in the Hart Shopping Centre, including a circus skills workshop, choirs, dancers, the Salvation Army Band, stilt walkers and human statues.

News

There was also Santa's Grotto with some of the cast from Starbuck, who are performing Jack and the Beanstalk at the Hart Shopping Centre. There will be a free circus skills workshop for children, choirs and dancers. The Salvation Army Band, stilt walkers and human statues. There will also be a Santa's Grotto, giant snow globe and the launch of Fleet BID's Nutcracker trail, with ten tall Nutcrackers hidden around the town for visitors and a trail map to complete. Parking will be free in the Hart Shopping Centre and Hart District Council-owned car parks.



Mr Bulgin added: "Fleet Road's temporary pedestrianisation was an opportunity to trial something different and we hope this will be a catalyst for all organisations and the wider community to come together, to create and deliver a shared vision and regeneration of our town that meets the needs of the local community and enables businesses to thrive."

Markets and Fleet Food Festival



Love British Food

At Gurkha Square
Car Park, Fleet



flavours of the world
MARKET
FLEET



Jean-Cristophe Novelli came to Fleet

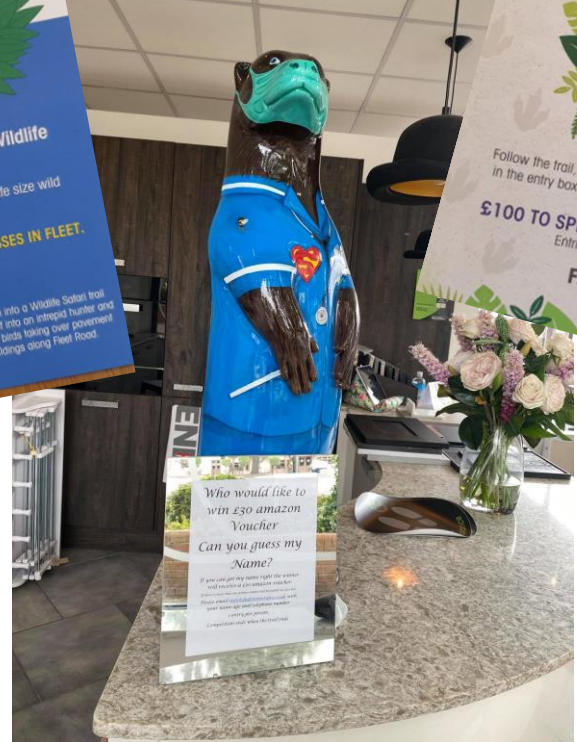
Watch the video



<https://www.youtube.com/watch?v=WFdTyUxW5kl>



Events - Trails



Christmas Events



Fleet Hub
Shared retail and event space
Free for BID businesses



Business Plan 2022-2027

Run BY
Business
FOR
Business

We're
Stronger
Together

Working
Together
for the Future
of Fleet



Tyler Harman

BID Vision

Business plan 2022/7

Tracey Shrimpton

Five areas of focus

- **Marketing** to promote Fleet and highlight the range of businesses, unique offerings and exemplary service that you deliver to people in the local area.
- **Vibrant programme of events** giving people a reason to visit Fleet, strengthening the sense of community and encouraging people to discover and support local businesses while they are here as well as supporting Fleet's well-loved community events.
- **Business Support** including initiatives to reduce crime and antisocial behaviour, training, advice and guidance to help your business or events and activities to strengthen our local business community.
- **Improving the experience to enhance the look and feel of Fleet** by enhancing the attractiveness of Fleet, supporting activity to ensure Fleet remains safe and encouraging business to come to Fleet.
- **Influencing the future of Fleet town centre** by representing businesses to influence how our town centre needs to change to reflect the needs of the local community as an attractive place for people to shop, eat out, visit and work.

Annual Budget

- Events: £45,000
- Improving the Experience: £15,000
- Marketing: £20,000
- The Future of Fleet Town centre: £8,000
- Business support: £10,000
- Running the BID: £16,000

Get involved and shape some key decisions

- Events programme – what do you want to see
 - Major events or smaller, more frequent events
- Fleet Hub shared retail and event space
- Road closures and events (eg monthly Food event / market)
- Free parking
- Civic quarter regeneration
- Should we be Fleet BID rather than FindYourFleet?

Running the BID

Tracey Shrimpton / Bob Schofield

Running the BID

- Aim: to increase transparency and focus on high street activity
- Revision to BID Articles
- BID Advisory Committee and BID Board
- Increased focus on events

Approval of Directors

Tracey Shrimpton

BID Directors

- Tyler Harman, 217 Menswear
- Tim Neale, Kirk Rice
- Mark Guinea, McDonalds

- In addition
 - Hart District Council representatives
 - Up to two Directors with specialist expertise

BID Accounts

Tim Neale