

# Fleet BID AGM 2024



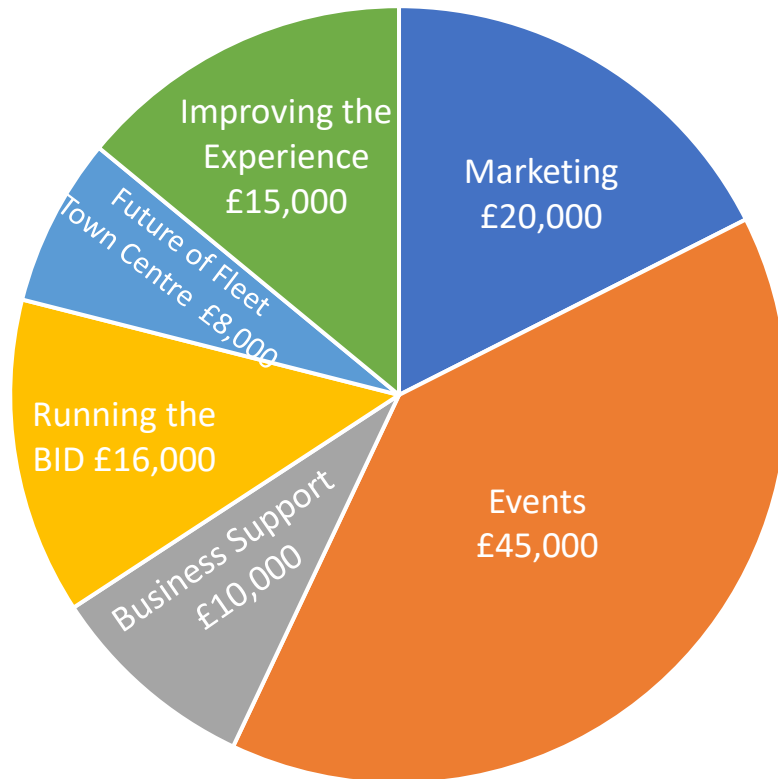
# Agenda

- Welcome and Introductions
- Annual report of activity delivered this year
- Appointment of BID Directors
- Approval of 2023/4 accounts
- Fleet planned activity going forward
- Stay for discussion and share your ideas



# Business Plan

Annual budget



1

**Marketing** to promote Fleet and highlight the range of businesses, unique offerings and exemplary service that are delivered to people in the local area.

2

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.

3

**Business Support** including initiatives to reduce crime and antisocial behaviour, training, advice and guidance to help businesses as well as events and activities to strengthen our local business community.

4

**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.

5

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.



Projects we have delivered this year

# 40 Snow Windows



# Santa's Post Office



**“This has always been an amazing activity for the kids. Thank you all x”**

# School Holiday Events



Encouraging people into Fleet and increasing dwell time



# Marketing Campaigns



Supporting the nighttime economy



**Social Media Spotlights, social media days backed up with advertising**

## Social Media Days July and August 2024

### July

- 1st July - Independence Day
- 1st - 14th July - Wimbledon
- 2nd July - Thank You Day
- 3rd July - International Plastic Bag Free Day 2024
- 6th July - Euros Quarter Finals (England play at 8pm)
- 7th July - World Chocolate Day
- 14th July - Euros Finals
- 10th July - National Dahiyan Day
- 20th July - National Vanilla Ice Cream Day
- 25th July - Cheese & Wine Day
- 28th July - 11th August 2024 Olympic Park
- 24th July - Love Parks Week
- 30th July - National Cheesecake Day

- 1st August Day
- 4th August - Olympic Games Day
- 5th August - Cupcake Day
- 6th August - Integrity Day
- 7th August - Burger Day
- 8th August - Bank Holiday

Look a lot of your

That's better than the old days



Campaigns encouraging the local community to celebrate local businesses





# Community Events Sponsorship



New event for 2024

# Fleet's Loyalty Scheme



- £500 in prizes issued each month
- Unique QR Code for each business
- Customers simply complete their details to enter the prize draw
- Accept the vouchers in payment for goods and the BID will fully reimburse you

**£4,000 issued in vouchers to be spent in Fleet**

# Love Fleet website and town map



Business Login



HOME BUSINESSES & SHOPS EVENTS JOBS ABOUT NEWS

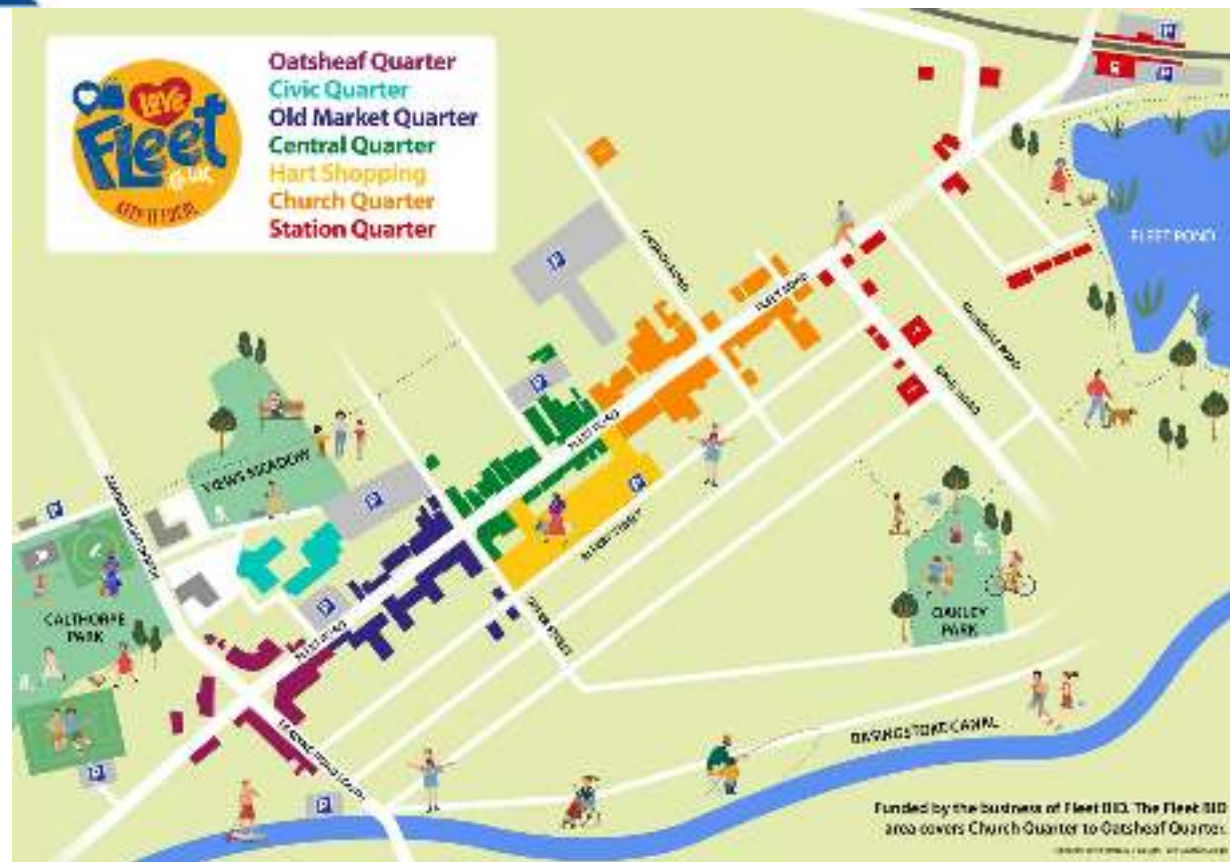


## Love Fleet

You would be the right place for everything in Fleet, Hampshire. We are so proud that our residents have a great time.

More

Welcome to Fleet, Hampshire



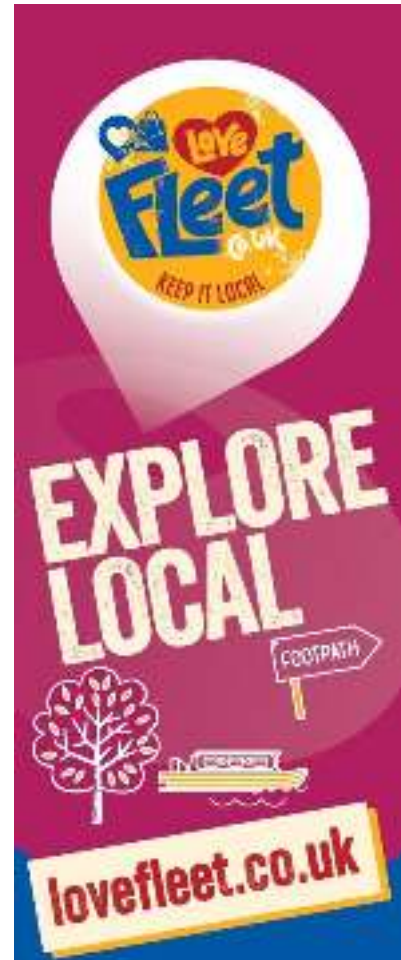
Funded by the business of Fleet BID. The Fleet BID area covers Church Quarter to Oatsheaf Quarter.

# BID Wall in the Hart Shopping Centre

- Updated with Love Fleet branding
- A3 posters for business and event advertising
- Leaflet dispensers for A5 leaflets
- 3 recycling slots – to be used by Hart Voluntary Action's new recycling scheme



# Lamppost banners



16 banners encouraging people to shop locally and support local businesses  
Will be up in October between summer flowers and Christmas lights and again in January.

# Business Support



## FLEETWATCH

### Reporting makes a difference

Multiple arrests of prolific shoplifters.

Action taken

- 3 prolific offenders sent to prison(12 week; 8 weeks; 20 months)
- Two more arrested and one more charged and awaiting trial
- Community Resolution Orders - numerous first time offenders

Action taken against teenagers responsible for ASB and drugs offences located around the Shopping Centre



**New Training Programme from Fleet BID Now Live**  
Free training for you and your team

**FIND OUT MORE**



# YEAR SUMMARY - BID AMBASSADOR

- 1 to 1 business meetings
- Community outreach
- Organising and running of events
- Liaising with BID directors
- Coordination of BID projects and initiatives
- Social media advisement and campaign designs for events
- Distribution of resources and point of contact within the town





# Appointment of Directors



# BID Directors

- Ray Fletcher, Elements Yoga Studio – BID Chair
- James Forster, Howden Insurance
- Tim Neale, Kirk Rice
- Mark Guinea, McDonalds
- Bob Schofield, The Harlington
- Sue Tilley, Community Director
- Kevin Whibley, Captured Moment / The Loco Shop
- Shannon Wood, Propaganda

Plus

- Katie Davies: Hart District Council representative
- Roy Fang: Fleet Town Council representative

New Director elected  
Chris Elsdon, Untold Reality





# BID Accounts

# 2023/4 Expenditure Statement presented

<b>Fleet BID Expenditure Statement 1st April 2023 to 31st March 2024</b>	
<b>Marketing, Communication and Events</b>	<b>Expenditure</b>
Fleet Loyalty Scheme	£1,342
Community Event Sponsorship (Fleet Carnival, Christmas Festival, Jubilee etc)	£6,250
Fleet Map	£400
Website updates	£4,865
Social media	£5,810
Communications - to businesses and local residents	£1,610
Events - summer (Dinosaur trail and weekend) / Halloween	£10,510
Events - Christmas	£9,371
Other events	£600
BID Ambassador Event management / organisation	£5,250
General project updates / reporting	£280
General printing	£579
<b>Total</b>	<b>£57,687</b>
<b>Improving the Experience</b>	
Lamppost banners	£1,095
BID Wall	£210
Snow Windows	£11,170
Fleet Hub	-£36
Window Vinyls / BID wall redesign	£1,025
<b>Total</b>	<b>£2,994</b>

<b>Business Support</b>	
Seedl	£4,245
Bus queries	£4,060
Advisory committee	£210
Crime - DISC / police and business contact / security review	£6,364
First Aid Training	£1,468
BID Ambassador - business visits	£1,750
<b>Total</b>	<b>£18,097</b>
<b>Running the BID</b>	
Accounts / bookkeeping	£5,294
Accounts subscriptions	£624
Bank Charges	£94
Insurance	£2,427
Subscriptions (Microsoft etc)	£750
British BIDs membership	£395
Other subscriptions	£208
Room Hire	£245
Other expenses	£40
BID Manager (Board meetings / Board updates / BID admin)	£4,730
AGM	£420
<b>Total</b>	<b>£16,567</b>
<b>Total Expenditure</b>	<b>£95,345</b>

The accounts were approved and will be filed at Companies House



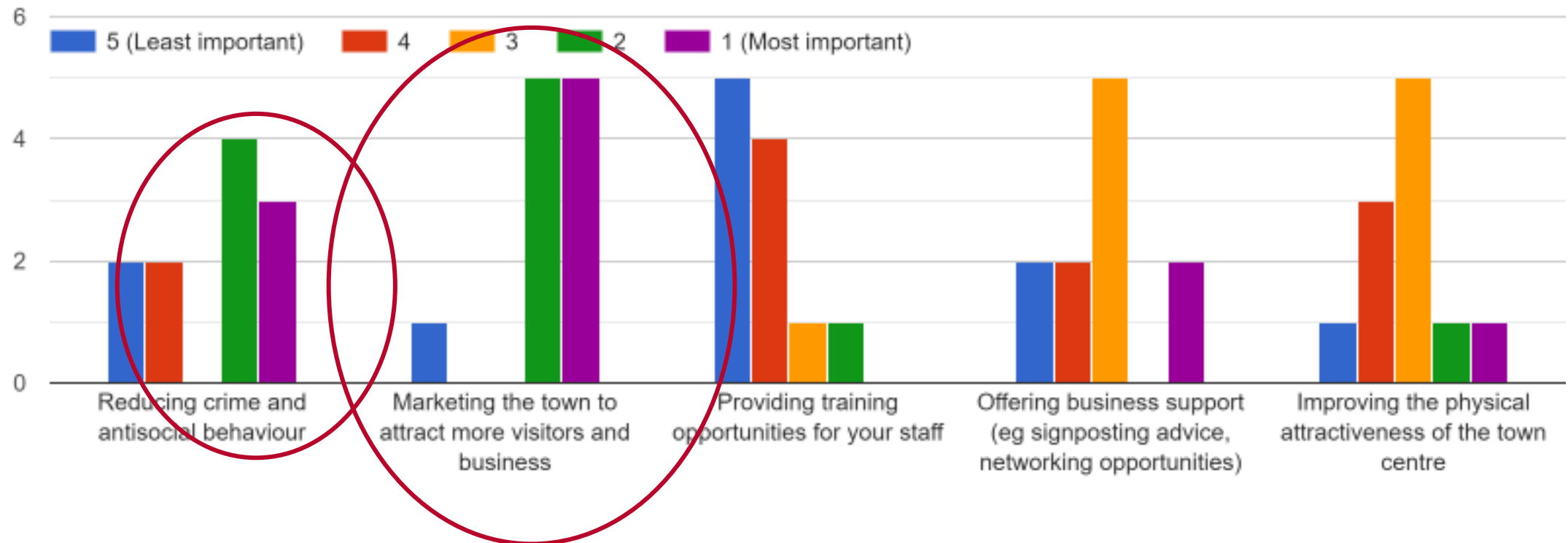
Looking forward

# Ongoing Activity

- Social Media promoting Fleet and businesses located here
- Santa's Post Office
- Snow Windows
- Love Fleet website – What's on and local businesses
- FleetWatch to help detect and prevent crime and ASB
- Loyalty Scheme
- Nighttime Economy marketing campaigns
- Programme of events

# What's important to you

What is important to you? Rank the following topics in order of importance for your business (Select 1 for the most important, 5 for the least important). Please note: You can only select each 1-5 option once.



# Priorities identified by businesses 1/2

- Inward investment project to attract entertainment venues (eg cinema, bowling alley)
- \* Large summer event on Fleet Road with free entertainment, cafes and restaurants offering outdoor seating
- \* More school holiday activities and entertainment
- \* More weekend activities and entertainment
- \* Street wardens to improve security and reduce shoplifting and anti-social behaviour
- More defibrillators in the town

Strongly supported/ supported by 82% or more of respondents

\* Projects with highest number of respondents supporting strongly

# Priorities identified by businesses 2/2

## **Strongly supported / supported by over 73% respondents**

- Green initiatives (eg planting, living walls)
- Quarterly Sunday themed markets in Gurkha Square (eg food, artisan)
- \* General tidying and improving the attractiveness of the town (painting, removing redundant signage)

## **Strongly supported / supported by over 64% respondents**

- Fleet Hub pop up for local artisan or craft businesses
- Funding to enhance youth and community spaces (eg youth clubs, community centres)
- Investing in facilities to make the town more accessible
- Funding to support the weekly Saturday market
- Grants to update shopfronts

\* Projects with highest number of respondents supporting strongly



# Events Programme

# IMPORTANCE OF EVENTS

Events are crucial for community engagement as they provide opportunities for residents and visitors to connect.

- Attract people to town, boosting local businesses and the economy.
- Events highlight the town's culture and identity, promoting pride among residents and making the town more appealing to outsiders.
- Offer a platform for businesses to showcase their work, enhancing social cohesion and collaboration within the community.
- Support local, shop local!



# SUMMER EVENTS 2024



## Summary

This summer, we have put together a number of themed days aimed at engaging families and creating memorable experiences for children within the town.

### 1. Kids Club in the Hart Centre

- When: Every Wednesday
- Where: Hart Shopping Centre
- What: A themed activity each week
- Purpose: To provide a free and fun space for families to enjoy by offering a variety of entertaining and educational activities.

### 2. High street trail

- What: An interactive trail with 10 stops
- Theme: Olympics
- Purpose: To encourage outdoor activity and exploration while learning about different Olympic sports and their history. Each stop will offer a unique challenge or piece of information related to the Olympics. This will also encourage families to enter into businesses and interact with them on a personal level.



# ANNUAL EVENTS PLAN - 2024-2025

## Budget Summary:

- Autumn Half Term (October): Pumpkin decorating workshop, Scarecrow Trail
- Winter (November): Decoration decorating
- Christmas (December): Santa's Post Office
- January (January): Colouring Competition
- Spring Half Term (February): Flower arranging workshop
- Easter (April): Giant Easter Egg hunt
- Spring Trail (May): LoveFleet Fest
- Summer Half Term (May/June): TBC
- Summer Holidays (July/August): TBC

Total proposed budget: £30,000 for the year.



# Town Attractiveness report

## Dirty and redundant signage and street furniture



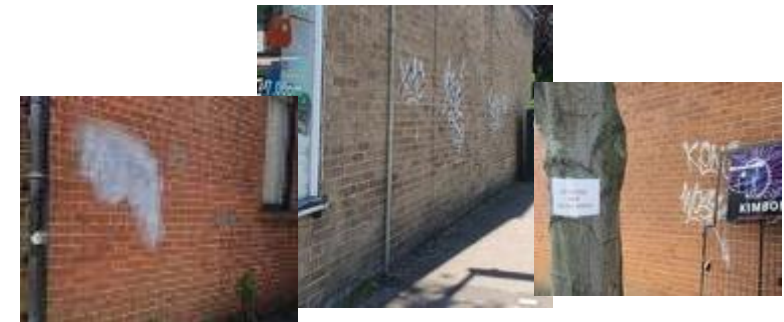
## Areas and street furniture in need of repair



## Improved planting and weeding



## Graffiti removal



# Shopper Parking Scheme



**Parking clocks proposed to allow people to purchase parking clocks for free 30 minute parking**

# What's the best way to keep you updated?

## Email?

Fleet BID email update



## In person?



## Print?

Your latest Fleet BID update

Summer 2024



**NEWSLETTER**

## Social Media?

Fleet Business Hub for BID Levy Payers

#Fleetgroup 101 members





Over to you...