

FLEET BID
AGM 2025

INTRODUCTION FROM
FLEET BID’S CHAIRMAN,

KEVIN WHIBLEY

(OWNER OF CAPTURED
MOMENT/THE LOCO SHOP)



Opening Remarks from Kevin Whibley, BID Chair

Firstly apologies for the delay in this meeting, a combination of events caused this including Tracey had a family emergency and Bob and my self were invited last minute to an awards ceremony for at the Houses of Parliament for environmental projects within the Town. Then with summer holidays upon us this was the first chance we could get everyone back together.

The meeting in Parliament proved very fruitful. Not only did I get the chance to talk to a number of other BID groups, which gave a clearer insight into the struggles of high streets nationwide, and helped me realise how lucky we actually are, but also gave me the opportunity to make contact with the current Minister for Growth who is looking at high streets and the review into business rates. This gave me a chance in a follow up letter to explain the issues facing Towns like Fleet where units in places like our shopping centre, whilst available for low rents the rates do not represent the achievable rents and therefore make them uneconomic.
We also debated the fact that the high street auctions scheme, which we as a group had discussed at length with representatives of the council was unworkable if for not other reason than excessive rates. The rates system is being revised and it was good to at least have to opportunity to feed into this and hopefully we will all see an improved situation where high streets do not pay disproportionately into this tax.

Locally we also were able to arrange meetings between our businesses and our MP Alex Brewer, where they were able to make clear the issues on matters such as the changes in NI and apprenticeships.

We have started negotiations with the Council on a parking disc system to make short term parking quicker, simpler and cheaper to encourage more regular visiting which we have been asked to formalise this proposal which we aim to do shortly.
This last year we have supported many of the major events in Fleet and have been informed that without such support these community building events would not proceed, Amber will tell you more about these and the smaller events we have run in the Town ourselves.

After many years we have finally started to establish our simple solution to a linear Town, it was noted that when visitors especially and even locals visit they move around near where they park and do not realise that more businesses stretch the full mile of the high street. The quarters has helped to get people moving beyond their usual shopping area. It will take time to bed in but in due course it would be good to have more permanent signage. But for now the colourful banners and maps help to show the Fleet has a broad offering.

Our loyalty scheme has been building greatly both in businesses using it to gain and maintain customers and businesses benefiting from new customers and existing customer spend by accepting the vouchers, which are all reimbursed by BID. We have been cautious with our funds, having less money than the previous BID with a much smaller catchment. And we are pleased that we will be helping to finally bring a new and improved playpark into the Town in conjunction with the Town Council. By adding a bit more to the fund we are able to make this more of a destination park and more importantly help to bring it online quicker. We believe this will be an excellent footfall driver for the Town, and it was number one in our survey of what people felt we should spend our money on. We still have remaining funds for further ideas and projects which we always welcome ideas and input into.

It has been a busy year, we made the decision to meet in person every 2 months but have a very active whats app group where decisions can be made quickly and efficiently. To which end we would encourage anyone who is eligible to become a director and share in the decisions we make. But as importantly if there are projects you want to see done and ideas you wish to share please keep them coming as you know best how we can support you.

FLEET LOYALTY SCHEME
2025 UPDATE

- Purchases recorded through the scheme equate to £130k
- £11,000 worth of vouchers have been issued to be spent at participating businesses in Fleet
- Over 300 email addresses have been collected to receive marketing









HAMPSHIRE CONSTABULARY FLEETWATCH

DEFIBRILLATOR INSTALLATION

installation of two additional defibrillators, accessible 24/7, at Mackenzie Smith at 94 Fleet Road and Scoop at 184 Fleet Road.





DRINKSAFE ANTI-SPIKING COVERS

Single-use foil covers are specially designed to fit securely over the top of your glass, creating a strong protective barrier against drink spiking. Free and available to anybody having an evening out in central Fleet.

LAMPPOST BANNERS

The banners are up frequently throughout the year, offering some additional colour and helpful advertisement to promote each quarter of the highstreet.







FLEET MAP

Fleet's map continues to be used across all our projects, highlighting the huge variety of businesses there is within each quarter.

2024/2025

EVENTS



KID'S ZONE - SUMMER 2024

31st July – Art Attack (10am – 3pm) Unleash your inner artist and get crafty with fun and colourful art projects!
7th August – Lego Master Builders (10am – 3pm) Build, create, and explore with Lego! It's time to become a Master Builder!
14th August – Fleet Space Cadets (10am – 3pm) Blast off into an out-of-this-world adventure with space-themed activities!
21st August – Circus Spectacular (10am – 3pm) Step right up for a day of circus fun! Juggling, clowning, and more!
28th August – Fleet Foodies (10am – 3pm) Get ready for a culinary journey with yummy food-related activities!



AUTUMN 2024

SCARECROW TRAIL

14 Businesses took part, going from Majestic Wines to Tantalise Beauty.

69 children completed the worksheet and 5 children won a LoveFleet loyalty scheme voucher for their drawings.



FEBRUARY HALF TERM 2025

SAFARI COLOURING MASK PACKS

We distributed Safari Mask colouring packs to cafés and eateries. This fun, family-friendly activity encouraged people to visit local venues, stay longer and engage with the town centre while supporting our hospitality businesses.



SPRING 2025

EASTER EGG HUNT

8 Businesses within town took part and the trail was a huge success for the second year in a row. Families searched for eggs in the windows at each location and were able to collect an Easter themed activity at each one.

SPRING 2025

MAY STARS MISSION

7 Businesses within town took part. Each participant was able to follow the trail through down to create a space drawing, which once completed they recieved a prize.



SUMMER 2025

SUMMER OF FUN











EVENTS 2025

SUPPORTED BY LOVEFLEET

- Christmas Festival
- Fleet Half Marathon
- VE Day
- Fleet Carnival
- Music On the Views





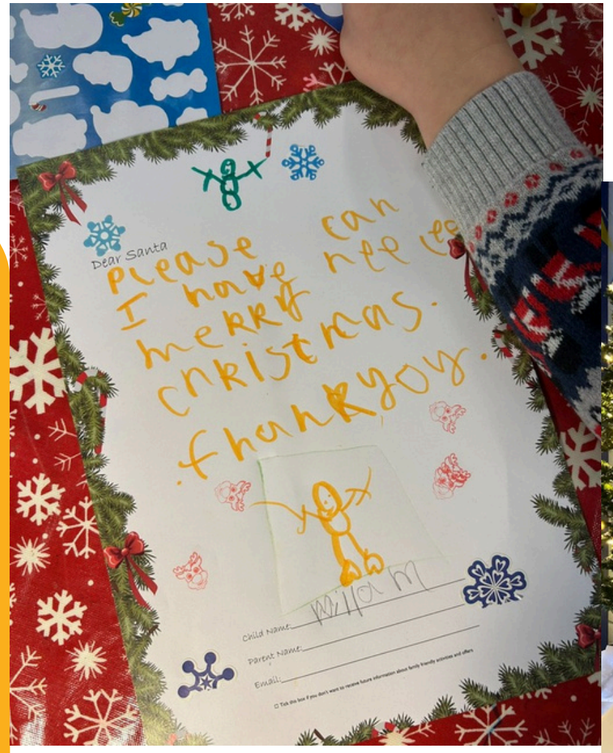






CHRISTMAS PROJECTS
2024/2025

SANTA'S POST OFFICE











SNOW WINDOWS TRAIL

MARKETING

Our efforts include welcoming new businesses to the area, celebrating milestones and anniversaries, and sharing stories that highlight local success. Through regular social media engagement (liking, commenting, and sharing content) we continue to strengthen connections and increase the visibility of Fleet's business community.





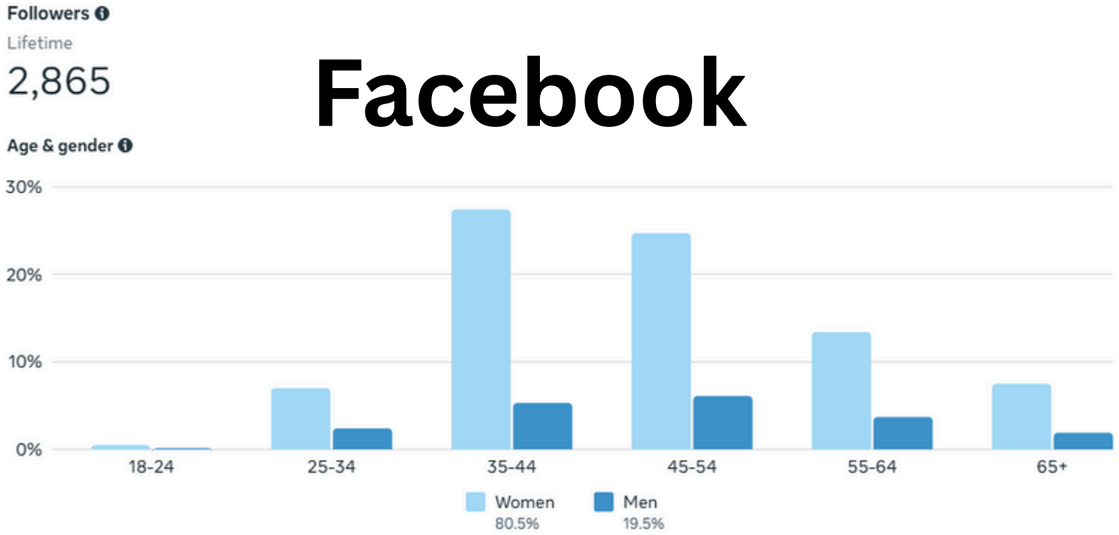




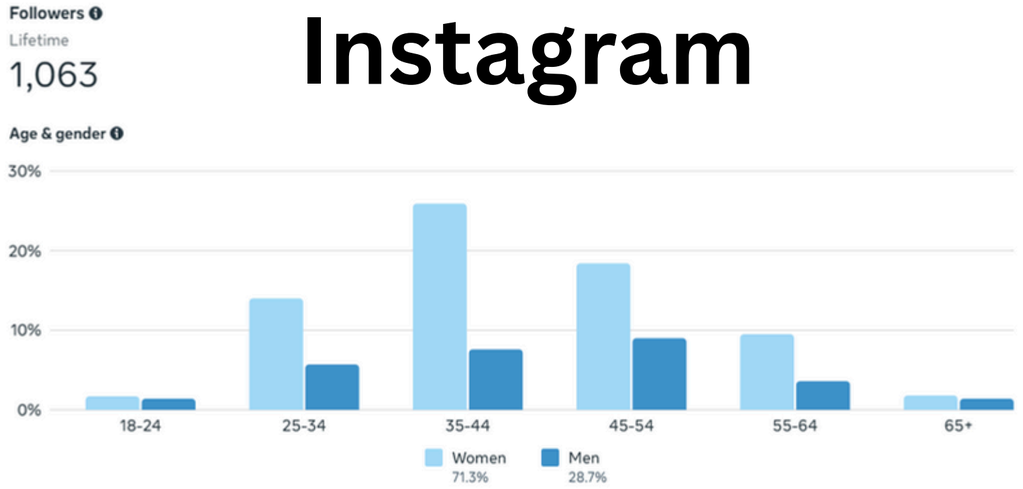
SOCIAL MEDIA ANALYTICS

Follower Demographics

Facebook



Instagram



Follower locations: Fleet - 55% (Fbook, 41% (Instagram) then Farnborough, Camberley, Hook, Aldershot, Farnham, Yateley, Basingstoke, Sandhurst

Content Views (last 12 months)

566,800

28,200

WEBSITE ANALYTICS

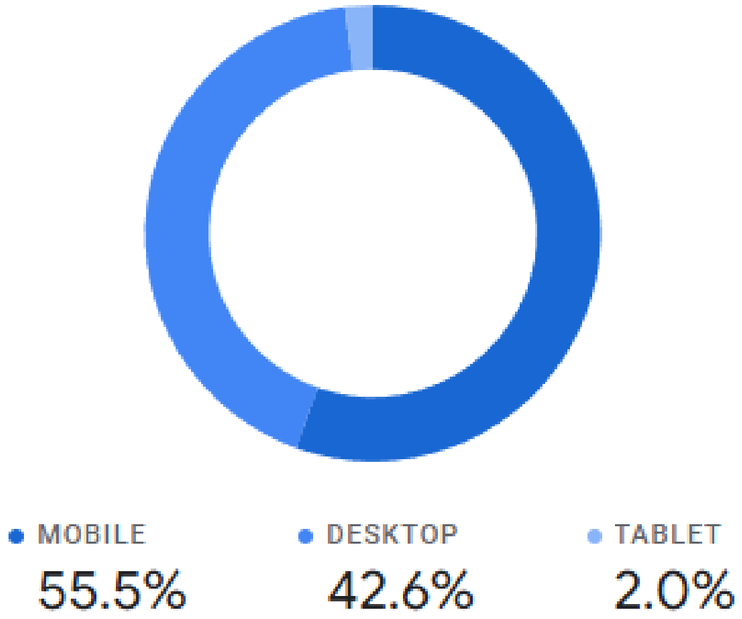
Content Views (last 12 months)

17,936 page views

55,000 site interactions

Most popular pages

1. Home Page
2. Events
3. Businesses and Shops
4. Fleet’s Loyalty Scheme





DROP-IN WORKSHOPS AND BUSINESS 1-1S

These sessions were designed to equip local businesses with practical, in-house skills that strengthen their operations and marketing. Covering topics such as content planning, creating engaging material and analysing performance, these sessions aimed to provide guidance to help businesses grow, adapt and make the most of local opportunities.

COMMUNITY ENGAGEMENT + RELATIONSHIPS



FUTURE PROJECTS

LOVEFLEET AWARDS

The launch of new LoveFleet Business Awards initiative to recognise excellence, innovation, and community spirit within Fleet's business community.

Public voting to open end of October, with winners being announced the beginning of December!

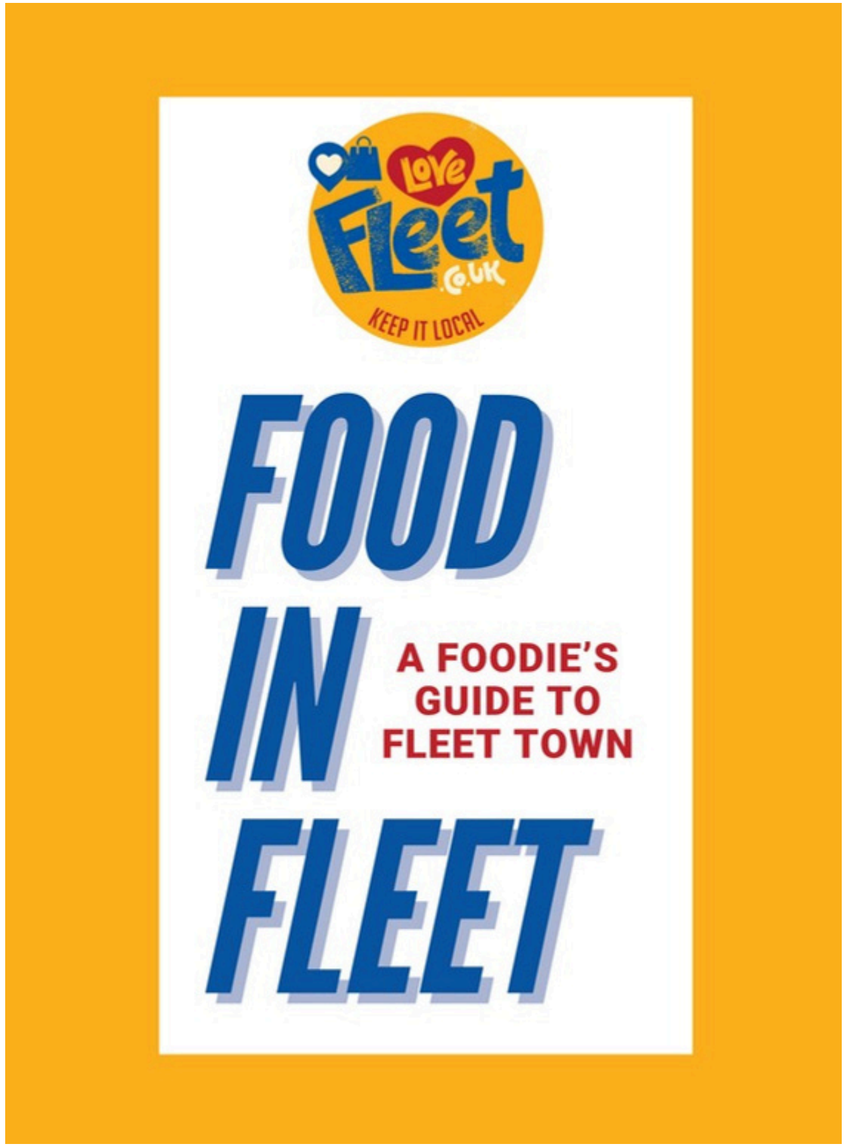
FUTURE PROJECTS

‘I WORK IN FLEET’ CARDS

The “I Work in Fleet” Loyalty Card will be distributed to employees of businesses within the Fleet BID area who request them. Cardholders will be entitled to exclusive discounts, offers, and incentives at participating shops, cafés, restaurants, and service providers in Fleet.

Would your business be able to offer something to cardholders? Let us know!





FUTURE PROJECTS

‘FOOD IN FLEET’ GUIDE

The guide highlights Fleet’s diverse food and drink scene, whilst encouraging people to explore Fleet throughout the day and into the evening.

By promoting our cafés, restaurants, pubs, and bars, the Food in Fleet guide supports the town’s day and nighttime economy and reinforces Fleet’s reputation as a great place to dine, socialise, and spend time.

APPOINTMENT OF BID DIRECTORS

Tracey Shrimpton

NOTES

The Board currently comprises 7 Directors: 6 representing different business sectors (Night Time Economy, Independent Retail, Food and Beverage, Service Sector) plus one community director. This reflects the Business Plan for Term 2 which is focused on activities designed to support businesses in the general retail and leisure areas of Fleet

No businesses have come forward to stand as Directors so no vote was held and the current Directors remain on the Board.

The Board allows for up to 7 Directors representing businesses and businesses are invited to join the Board, which can be done outside of the AGM.

2024/25 ACCOUNTS & EXPENDITURE STATEMENT

Tim Neale

NOTES

The Accounts and Expenditure Statement were presented and are published on the Love Fleet website separately: https://lovefleet.co.uk/minutes-accounts/

The Expenditure Statement is not a legal document, but provides a breakdown of BID Expenditure by project. The BID Manager and BID Ambassador activity is allocated against projects so that the total cost of delivering a project is reported.

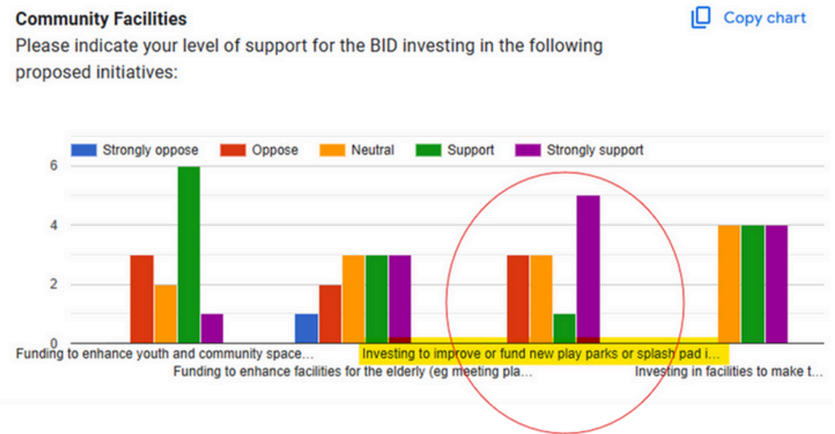
INVESTING IN THE FUTURE
THE PLAY PARK PROPOSAL

Led by Kevin Whibley

NOTES

- The BID has an underspend carried forward from Term 1 which is approx. £100,000. This is a significant sum which exceeds the annual operational expenditure. The Board are keen to invest in a project with longevity.
- For Term 2 of the BID the business plan sets out the aim of the BID to focus on retail in its broadest sense, with the main focus of activities aimed at generating footfall – ie events, promoting the town, loyalty scheme and projects to improve the attractiveness of the town to make it welcoming when people visit.
- Fleet Town Council are planning to upgrade The Views Park. Additional BID funding would enable additional attractions to be provided which would help to make the part a must visit attraction in the town. A park near the town centre means that businesses have the opportunity to benefit from the increased footfall. The park will include accessible play options as well as seating to increase dwell time. It is hoped that families will then come into Fleet to shop or for something to eat or drink. The Board have agreed funding of £50,000 towards this project which is in addition to the £150,000 Fleet Town Council will contribute. The aim is for the BID's contribution to fund additional attractions and facilities to encourage visitors.
- The contribution of £50,000 is a similar investment to pther activities previously delivered by the BID, such as the Food Festival and Hub pop up shop. There is still approx £50,000 which can be allocated to other projects and suggestions from businesses are welcome.

The BID has asked businesses for suggestions to invest the underspend at BID Advisory Group meetings and at AGMs. In 2024 the BID undertook a survey of businesses which included a question about investing in community facilities, including play parks. These results were shared at the 2024 AGM.



STAY SOCIAL WITH US!



@Fleetbid

Fleet BID (Page)

Fleet Business Hub for BID levy payers (Group)