



BIDUPDATE



↘ Your invitation to Beeston's future

"I can't believe we're finally here! 29th September is the date when all your votes for the Business Improvement District (BID) initiative have to be in. Soon after I will be able to announce the verdict – does Beeston get proactive and take the town forward to prosperity or does it stand still and risk more businesses going under?"

My progress in the last few months has been rewarding. For their voluntary contribution Henry Boot has offered the BID management team an office in The Square and the funds to refurbish it. Being situated in the very heart of the town is essential as it gives you easy access to the BID team and all the support mechanisms you need, when you need it.

Having an office in the town centre also means we can keep our fingers on the pulse of the business community and be able to react quicker to any changes.

Voluntary contributions are going well; in addition to the office Henry Boot will give £12,000 per year, Trent Barton have offered free marketing on their busses, and Trent Barton Consortium have pledged their financial support for the BID when they win their bid for the tram contract.

The breakdown of 'budget costs' in the Business Plan do not include the significant levy payments that will come from Tesco and Lidl. All this adds up to a powerful budget that will allow the BID to reach significant goals.

Join us at the 'GO BEESTON' Open Meeting on 2nd September from 6pm at the Town Hall where you'll be able to meet all the BID team and find out how your ideas are being put into practice. You will also be able to cast your vote there and then.

The finished Business Plan can now be read on www.beestonbid.org.

Look forward to seeing you on 2nd September."

Regards

Matt Robinson, BID Manager



↘ GO BEESTON 2nd September

2nd September from 6pm at the Town Hall will be the Open Meeting for the BID – 'GO BEESTON.' Matt – Beeston BID Manager – will give a presentation of the business plan that will propel Beeston into the lime light and bring more people to shop and do business in the town. Matt will also give an update on the Touch Screens that will be situated at strategic positions in the town.

There will be a light buffet and networking with other Beeston businesses.

Look out for more information coming soon.



For more information visit www.beestonbid.org
Tel: 07875 581 427 Email: Matt.robinson@beestonbid.org



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→ Why Beeston needs a BID

There is a high level of uncertainty about how the town is going to survive during the periods of major changes that are set to disrupt the town – NET Tram, the new Square and the new Tesco. To maintain and grow footfall through these challenging periods we need an extensive marketing campaign and added reasons and value for visitors to come to Beeston. The Beeston BID will create a business led programme of investment to tackle these issues.

→ The main goals for the Beeston BID

- Increase and maintain footfall within Beeston
- Increase awareness of what Beeston has to offer
- Bring shoppers from the new Tesco into Beeston
- Support local businesses with local issues
- Provide additional services for local businesses
- Reduce shoplifting and anti-social behaviour

→ Benefits you can expect from the Beeston BID

- A more vibrant town centre for all businesses
- Increased footfall in the town centre
- Increased positive profile of Beeston
- Sustained investment over a five-year period
- Reduced costs with collective buying
- Improved management of the town centre
- One-voice to make things happen

→ How the Beeston BID will be delivered

The money you invest and the additional income generated throughout the lifetime of the BID will all be invested in projects that will make a positive difference to trading in Beeston via:

- Public Relation initiatives
- Bigger and better events
- Increased student engagement
- Interactive all weather touch screens situated at strategic points around the town
- Radio weekend sponsorship on Trent FM
- Website and blogs

When the town is vibrant and busy this will reflect well on every type of business in the town.

Now it's up to you – **VOTE YES** to the BID in Beeston and be part of a vibrant healthy town.

2nd September from 6pm at the Town Hall - See you there.

