

Poolebid

2021

**We are a powerful voice
for the business community**



Our members influence what is spent.....

It is important to understand that BID Levy **is not another tax**. Instead, YOU - our members - influence what it is spent on. To understand a little more, we have outlined below what we have been up to on your behalf below.

- We provide extra resources to help **keep our streets safer** and cleaner.
 - We provide our BID Levy District with **street dressing improvements**.
 - We provide free **COVID-19 safe** measures.
 - We work closely with BCP Council and other key stakeholders on future plans for Poole town centre and Quay, **to ensure our businesses have a voice**.
 - We help **attract other external investment** as a direct result of our activity.
 - **We are a powerful voice for the business community** to raise collective issues with BCP Council to ensure Poole gets a fair and consistent contribution.
 - We look to bring together people in different sectors to work on projects, including the local Police and Poole Quays Forum, to **help coordinate collaborative ideas for the area**.
 - We **work with BCP Council** to help communicate and access grants.
 - We can agree on **preferential rates for selective services** with items such as waste, advertising and media.
 - We provide **free promotional activities** that our retailers and visitors alike can benefit from
 - We are **integral in bringing new events and initiatives to Poole** town centre and Quay.
- 

All this, and at least half of our Members will pay no more than £6 per week, 20% less than our current term.

VOTE YES ON 20th May

FOR

- BID funding for initiatives to tackle crime to continually achieve a safer environment.
- Business Crime Reduction Partnership - increasing the collective effectiveness of towns and cities to lobby for greater resources and influence.
- A repository of information to reduce acquisitive and violent crime, disorder and anti-social behaviour against businesses, their premises, staff and customers.
- BID funding for CSAS Officers dedicated to working in our district to combat anti-social behaviour, street drinkers and rough sleeping.
- Continued collaboration with the Police & other partners.
- Discounted shop watch radios for our retailers to report crime as it's happening.
- COVID-19 Response and recovery initiatives.
- Free COVID testing kit co-ordination.
- Free Social Distancing floor vinyl's.
- Targeted deep cleans improving the physical appearance of our town.
- Discounted waste collection scheme.
- BID funding for train station through to town centre and Quay street dressing improvements, including street furniture and lamp post cleansing and removal of weeds.
- BID funding for unoccupied vinyl shop front dressings.
- BID funding for floral displays.



“Our promise for a brighter Poole!”

- Flags and bunting in our Old Town.
- BID funding for Christmas Lights
- Dedicated BID team committed to the prosperity of our town centre and Quay.
- Championing business interests in Poole locally, with our other BIDs within BCP and nationally.
- Poole business led engagement to work with key stakeholders to shape local developments, regeneration and improvements.
- Innovative, dynamic initiatives which aid economic recovery and future growth.
- Heritage led regeneration initiatives on behalf of the community to create economic growth and improve the quality of life in our historic high street.
- BID team to offer support and advice regarding grants.
- Industry insights into best practice occurring in 300+ BIDs/towns across the UK.
- Relevant information sharing with businesses regarding local news and COVID-19 updates.
- Free dedicated website, social media, newsletter and digital magazine promotional activity via our newsletters, Shop Local Poole or Total Guide Poole dedicated to targeted consumer marketing.
- Free social media support.
- Free wifi.
- BID funding for events.
- Animated markets and street music.

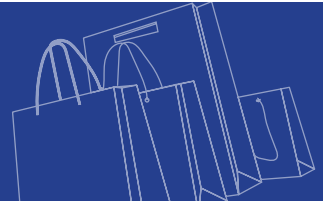


IMPROVING Services



- **DISC** reporting (part of the Business Crime Reduction Scheme) is ready to be rolled out to support our other crime prevention measures and will form a coordinated approach for retailers, CSAS officers, Police and CCTV to report crime as it happens... **to make Poole a safer place to live, work and shop.**
- **Continue to provide services** to consistently remove gum and graffiti, antisocial mess, algae and bird droppings and deliver high levels of cleaning and weeding.
- **Improve aesthetics** to street furniture, public messaging boards, bins, and lighting improvements.
- **Greater connectivity** between the different areas of our BID Levy District and BCP Council.
- We are working together with other neighbouring BIDs to share resources and future proof the **reduction of costs** associated with supporting our BCP High Streets.

NEW Projects



- Introduction of a 'Café Culture' which includes a **street dining initiative** for bars, pubs, restaurants and other food and drink outlets across the Poole BID Levy district, with contactless table ordering, click & collect and delivery options.
- Introduce **rainy day attractions** and Poole Seafood Festival.
- Quarterly **'Meet the Board' events** to provide updates on BID activities and to hear your feedback and suggestions.
- Provide regular levy payer networking groups, including **guest speakers on specific topics** such as Crime, Regeneration, Grants, HR, Finance, Law etc.
- Official Training/Workshops for members – **subsidised First Aid**, H&S, COSHH, Customer Service, Window Dressing & Refurbishment and Digital Marketing.

Poolebid ding for further change...

Meet the Team 6pm – 7pm on the following days...

- **ASB & CSAS with Cllr May Haines / Sgt Sophie Williams**

Thursday 8th April

<https://us02web.zoom.us/j/89158731753>

- **Grants with Cllr Phil Broadhead / Adrian Trevett**

Thursday 22nd April

<https://us02web.zoom.us/j/84035245210>

- **Events with Cllr Beverley Dunlop / Jon Weaver**

Thursday 6th May

<https://us02web.zoom.us/j/83026835828>

- **Street Dressing Improvements with Cllr Andy Hadley / Cllr L-J Evans / Hannah Porter**

Wednesday 19th May

<https://us02web.zoom.us/j/81378604357>

- **Regeneration** (Date TBC)

- **Cleansing** (Date TBC)

- **Marketing** (Date TBC)

Some of the Poole BID funded annual events...

Light Up Poole

Is a unique digital Lights Art Festival. Poole BID's funding helped transform Poole's town centre and Quay after dark during February.

Folk on the Quay

Bringing you the best national and local folk music. Along with funding, Poole BID is co-presenter for this festival held on the last Saturday in June.

Circus Spectacle

Is jointly organised by Poole BID and Thirty 12 Events. This free fun-filled circus-themed event sees all manner of clowning around throughout Poole high street and along the Quay in September.

Christmas in Poole

Co-presented by Poole BID and Love Poole over a 5-day period, culminating in a family friendly Christmas movie day on the big screen.

Inside Out Festival

A free outdoor physical Arts performance focused on producing large scale outdoor performing arts. Working in collaboration with Poole BID, this bi-annual festival in September is spectacular.

Marvellous Markets, Street Music & Entertainment

A brand-new concept to Poole. These markets held during April and May have been fully funded by Poole BID, giving retailers the opportunity to host a stall to be part of the market, alongside entertainment throughout the day, with photos taken for extra publicity.

NEW

Poole Seafood Festival

The Poole Seafood Festival will be taking place over a weekend each September.



Poole Quays Forum

