



Hexham

**Business Improvement District
Annual Report 2017**

From our Chair

The BID commenced operations in October 2016, and this report covers our first (part) year. The last six months have seen many positive additions to the town, Hexham BID being one of them, bringing good, sound ideas for a vibrant business community.

We are proud to be the first BID in Northumberland, with many projects being planned and implemented. We continue to work hard to make our town vibrant, clean and easily accessible.

Stakeholder meetings have gone extremely well, with more planned monthly. By talking together, sharing ideas and advice, and using over £1m invested over nearly five years, this could transform our town. May I thank you, our stakeholders, for your continued support. Thanks also go to the board members, who give their time and knowledge voluntarily so that the BID can make a difference. As a board we work well together to ensure resources are allocated carefully, to achieve the best outcomes for the business community.

I know there are still some doubters - but it is early days, and it shows great strength that businesses are doing something positive together in these challenging times.

We invite you all to continue to make a difference that is tangible, and look forward to working together to provide future projects and services to add extra value to businesses. I believe the Hexham of the future will have a stronger business footing for existing businesses and new start-ups.

Thank you for the investment you are making in your town - the door to Hexham is wide open for business and a brighter future.

Janine Armstrong

Chair of the Board of Directors

Financial Summary October 2016-March 2017

Hexham Business Improvement District		
FINANCIAL SUMMARY IN ACCORDANCE WITH BID REGULATIONS		
YEAR ENDED 31 MARCH 2017		
	£	£
Funds brought forward from 2015/16		0.00
Revenue from BID levy		113,462.04
Other income		250.00
Amount spent on BID arrangements in the 2016/17 year		
Marketing	4,000.00	
Access and signage	0.00	
The Hexham Experience	0.00	
Doing Business Better	0.00	
Business-led	37,665.13	
		(41,665.13)
Funds carried forward to 2017/18		72,046.91
Estimated levy for 2017/18		225,000.00
Total estimated available funds for 2017/18		297,046.91
Description of the matters on which it is intended to spend the revenue from the BID levy in the financial year 2017/18		
Marketing		70,000.00
Access and Signage		34,000.00
The Hexham Experience		50,000.00
Doing Business Better		33,000.00
Business-led		68,517.00
Total estimated commitment		255,517.00

All amounts are net of VAT. The information presented above represents the six month operating period of Hexham BID in 2016/17. As such, not all income due has yet been credited, and project activity underspend will be carried forward to the next full year. Significant preparatory work has been undertaken on the Access & Signage, The Hexham Experience and Doing Business Better themes, however, currently, no costs have been recorded against these themes prior to full project commencement. Business led themes include a £20,000 loan repaid to British BIDs and overheads.

Engaging with businesses

A public launch meeting was held in November 2016 and was well attended. Since then, monthly stakeholder meetings have been held, for Levy payers, in different Levy payers premises around the town. These discuss projects, giving information and seeking feedback from the business community, which informs project development. The main information point is our website – updates, contract opportunities, news, events and all the key BID documents are published here. Linked to this, the BID uses an email list, Twitter, Facebook, LinkedIn, and Instagram, as well as issuing regular press releases. We have already engaged with more than 300 businesses across the town.

Our next stakeholder meeting will be on Monday 24th April 2017 at Hexham Golf Club at 5.30pm. For up to date information on events, meetings and project news, please see the website.

Spending the levy locally

All projects are subject to a rigorous assessment process requiring Board approval. Project briefs are then drafted by the BID Manager in conjunction with the Board project leader. Contracts are advertised on the BID website, in the local newspaper and to our mailing list. The BID Manager liaises with interested local businesses to encourage local expressions of interest – enquiries welcome.

Projects

- ★ **Business voice:** engages with businesses to seek their views. One large meeting and four stakeholder meetings have been held in the first six months. Next year, we will be surveying businesses on topics such as cost reduction and training as well as consulting on major issues affecting businesses in the town.
- ★ **Marketing:** We have refreshed the Visit Hexham leaflet and doubled the print run to 70,000. We are developing a new marketing strategy for the town that will encompass the industrial areas as well as the historic town centre and will invest in revitalising the Visit Hexham website.
- ★ **Signage and access:** We've commissioned a scoping study for the whole town, to review existing signage and explore exciting new digital signage. We will develop a four-year delivery plan for ground works, starting with the 'gateways' and industrial estates.
- ★ **Town appearance:** We want to make Hexham a more attractive place to work and visit. A programme of enhanced cleaning will start in May 2017. In partnership with the Town Council, we have committed to a significant extension of the town's Christmas Lights for the next four years.
- ★ **Markets:** We want to create attractive market opportunities for new retailers that meet customer needs. This year, we will begin to test new ideas, including an occasional Sunday Market in the Market Place.
- ★ **Business support:** We want to give Hexham's business access to a range of direct support in training, business advice, and networking events. We will engage with businesses to research their needs and develop new methods of delivery.

Ensuring Quality

We are undertaking the British BIDS accreditation scheme. This is a quality check that provides evidence of quality management and return on investment through service delivery. It is the industry recognised standard for BIDs.

Contact Us

01434 607962

info@hexhambid.co.uk

www.hexhambid.co.uk

Twitter @hexhambid

[Facebook.com/hexhamBID](https://www.facebook.com/hexhamBID)

Please note – the BID team may not have your up to date email address or contact details – please get in touch and we will add you to our mailing list.