



Credit: Mike Whorley Photography

HARROGATE
BUSINESS IMPROVEMENT DISTRICT

HARROGATE BID

FACT SHEET 2

Hello and welcome to the second edition of your Harrogate BID News. These newsletters are designed to inform and involve you in the progress being made by Harrogate Town Centre businesses to become a BID.

Since our last newsletter, we have been busy, both in terms of engaging with businesses and the background research and regulatory work that goes into a project like this. A big thank you to all those businesses and stakeholders who have taken the time to fill in our online survey, meet with one of our representatives or who came along to the workshops. We are very pleased that businesses are working together to take control of and improve our town by first identifying and then delivering the work that is needed.

This newsletter will cover some recent topical news relating to the town centre, the ideas coming out from the business engagement and introduce you to a number of businesses who tell us why they are supporting the process. The BID Task Group and other businesses give up their time voluntarily to ensure that the development and management of the town centre is such that it continues to prosper and thrive in these challenging times.

Please take the time to read this newsletter as a BID in Harrogate Town Centre could make a real difference to your business. Keep up to date with all the information and developments by visiting our website. It can also tell you how to get more involved if you wish.

QUESTIONS?

Contact the Harrogate BID Project Manager, Mo Aswat on 07789 792454 or email info@themosaicpartnership.co.uk

Please visit our website for more information.

www.harrogatebid.co.uk



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WHAT ARE BUSINESSES SAYING?



“H2K of Harrogate are supporting the BID process as we believe in building a town that works together for the good of its people, bringing prosperous opportunities for future generations, both in the centre and the surrounding district. Let’s keep Harrogate a town to be proud of”.

Hazel Barry, Managing Director, H2K

For a full list of the BID Task Group Members and our Stakeholders, please visit our website.

JAN 2018

BID Feasibility
Study Completed

FEB 2018

BID Task
Group Formed

**MAR-JUN
2018**

Business
Consultation &
Engagement

JUL 2018

Draft Business Plan

AUG 2018

Full Business Plan

SEPT 2018

BID Campaign

NOV 2018

BID Ballot

EARLY 2019

BID Commences

WHAT ARE BUSINESSES SAYING?

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"We already know Harrogate is a great place to live, work and shop, but we need to keep abreast of the challenges which the high street faces in the years to come and by having a collaborative focus from a BID, members can stay ahead of the curve instead of behind. We are surrounded by very successful BIDs, so why shouldn't Harrogate have one, as after all it is truly a fantastic Victorian Spa Town".
James White, Centre Manager, Victoria Shopping Centre



"Crowne Plaza is supporting the Harrogate BID as it brings together all the various business sectors to promote Harrogate. We all need to work together to attract more business and leisure tourists to our town, to encourage them to stay a little longer and spend more. The Harrogate BID will attract or organise more events in our town".
James Thomlinson, Manager Crowne Plaza, Harrogate



"With a rapidly changing street scene, Harrogate needs to increase footfall and encourage people to stay longer and spend more money in our town. The Harrogate BID will raise money from the business community and will access money from other sources. The businesses will decide where and how the money will be spent together with the key stakeholders. We need to market Harrogate to increase the number of conferences, exhibitions and events in Harrogate".
John Fox, Chair, Harrogate BID



"I will be supporting the BID process, as I need to have my say to ensure that the right issues are addressed to protect our lovely town. So, be it parking charges, business rates, town centre environment, chuggers and buskers or anti-social behaviour or anything else, I'll be having my say. Harrogate's unique character is ebbing away and local businesses need to know that unless they take note, engage, speak, get behind the BID process and vote, then we will lose more control and may well end up doing nothing at all or financing schemes we don't agree with. It is essential that we all understand that apathy is now not an option".
Peter Jesper, Managing Director, Jespers of Harrogate



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SO WHAT NOW FOR TOWN CENTRES?

You may have seen the recent coverage in both the local and national press and media about the challenges facing town centres, from the continuing online competition to major retailers and restaurants closing or restructuring and the changing consumer spending habits. Whether these challenges are at a macro level, policy, taxation or the way businesses have financially structured themselves to more local ones such as rents, type of space to the overall diversity on offer, it is clear that we are seeing fundamental shifts in the way town centres are invested in and used.

What history has taught us is that good town centres can adapt and evolve. Retail and leisure space may very well be over - provided for in today's environment but that does not mean that a town has to lose its focus as the heart of a community. What it will require is the political will and the commercial drive to embrace change and make some tough decisions where appropriate. It will require the coming together of bodies to shape very different but important elements of the town centre offer, from retail, leisure, food and drink, access and street scene to name a few.

The type of economic climate we are currently in will impact places in some key ways:

1. It can create a lack of confidence.
2. Less money is available for investment of any kind, whether public or private.
3. Consumer spend and time becomes more selective and precious.
4. The prudent measures most businesses, large or small, take to reduce business costs in order that they are in a position to ride any uncertainty.

The downsides of the uncertain economic climate are perhaps obvious and in cases unavoidable. However it is the way a place and its businesses will respond which will determine where it ends up. BIDs are one part of a jigsaw and are by no means a panacea to all ills but they provide a starting point, as evidenced by their impact, both at home and abroad, through partnership, influence on strategic policy and delivery of core projects and services. In the same way that many large companies merge and combine services to cope, a BID offers a mechanism by which something akin to this can be achieved by smaller businesses and locations. This is not a sentiment to be underestimated and many businesses will see BIDs as a way of being able to 'do something'. A small investment, which will provide collective benefits that simply just would not be available to the average business.

WHAT ARE YOUR PRIORITIES?

We have been working hard talking to businesses and stakeholders. The list below gives you a flavour of the engagement so far.

- BID Fact Sheet & Survey distributed to all 447 potential levy payers.
- Personal visits and contact with over 300 businesses by The Mosaic Partnership & BID Task Group members.
- 6 sector based business workshops held attended by 33 people.
- Consultation with National Head Offices, covering approximately 120 organisations.
- Presentations to Harrogate District Chamber, Federation of Small Businesses, Local Authorities, North Yorkshire Police.
- Meeting with all local media organisations.

This is what you have told us are your priorities, in no particular order, to date:

1. Marketing, Promotion & Events

To increase footfall, spend and dwell time. Marketing has to be focused both on attracting visitors (business & leisure) and the local catchment

2. Safety & Security

Using Ambassadors/Rangers to primarily focus on providing information, customer care, business liaison and as casual surveillance

3. Business Support

Key issues were around attracting new investment, addressing the vacancy issue and reducing business costs

4. Access & Car Parking

The primary focus was on providing car park incentives as well as way-finding signage

5. Cleansing & Maintenance

This was primarily concerned with maintaining the current standards of appearance and addressing some hotspots

6. Evening Economy

The key focus here was managing a successful evening & night-time economy ensuring quality and diversity

7. Strategic Influence & Advocacy

Effectively lobbying local and central government on policy and funding such as business rates, transport and planning & development as well as having real influence on what Harrogate will look like in the future

The above is a concise summary of a large amount of data. We have no doubt that there will be other issues as we go along. Let us know what you think of the above and indeed if you have any other ideas or have experience of projects/ services/initiatives both home and abroad that you think work well. Use our online survey to let us have your comments (www.harrogatebid.co.uk).



A MESSAGE TO BUSINESSES FROM THE CHAIR OF HARROGATE BID

Dear Businesses,

I hope you have enjoyed our latest newsletter, designed to keep you informed of the progress of the Harrogate BID (Business Improvement District). Further details can be obtained from our website (www.harrogatebid.co.uk) where you can also sign up to receive further bulletins and complete our online survey. We would greatly appreciate your comments.

I have recently had a meeting with a member of the North East Counter Terrorist Unit and James White, the Manager of the Victoria Shopping Centre to discuss the creation of a Counter Terrorism Tasking Group to cover Harrogate Town Centre. We all watch television news and see acts of terrorism around the world and sometimes much closer to home. We probably say that it can't happen in Harrogate. What we are supporting is a Group which will provide training for you and your staff to be better aware of what to look for, what to do if you see something suspicious and to create a network which receives up to date information, which we hope will make Harrogate a safer place.

I would therefore like to invite you and your colleagues to a brief meeting to hear from the Police Specialists, together with an update on the progress of the Harrogate BID. The meeting will be held on 16 July at 6.00pm in the Hotel du Vin, Prospect Place, Harrogate with refreshments being available from 5.45pm. Please reply to John Fox on 07801 273704 or email johnm.fox93@gmail.com if you would like to attend.

If you are unable to attend the meeting, but have questions about the Harrogate BID or require further information about counter-terrorism, please do not hesitate to contact us.

I look forward to seeing you at the meeting.

Kind Regards,

Chair, Harrogate BID

SMALL BUSINESSES

Small businesses with a rateable value of below £20,000 will not be required to pay the BID Levy but you can still join voluntarily and benefit.

We are also interested in hearing your views so please visit our website, fill in the survey or contact us.

QUESTIONS?

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